


<b>Job title:</b>	Business Development Manager	
<b>Service:</b>	Head Office / Positive Effect	
<b>Reports to:</b>	Assistant Director – Business Development	

**Purpose of the role:**

Working alongside the Positive Effect traded offer steering group, lead on the development of the trading arm to meet its profit targets. The post holder will be expected to:

- Market and sell products.
- Complete tenders.
- Identify new business opportunities.
- Coordinate the development of new products with operations.
- Manage the delivery of business secured.

In addition, the role will contribute to the production of Compass contract tenders, as required.

**Business development department overview**

Compass Business Development works alongside the CEO, Operations Directors and Finance Director to achieve the annual business development strategy and plan centred on managed growth, quality implementation of services and sustained effective service delivery.

Key activities include:

- Management of the pipeline for tender opportunities, tender identification, research, production and outcome evaluation.
- Project management of the mobilisation and implementation of new services.
- Contributing to the organic development of existing contracts, through grants and partnerships.
- Development of the digital and communications strategy, including oversight of the Compass website.
- Development and management of Compass Positive Effect, the traded arm.

**About Compass Positive Effect**

Positive Effect is the trading arm of Compass, providing practical and effective health and wellbeing consultation, solutions and training designed by experts from Compass.

The knowledge and extensive experience gained through successful Compass service delivery in the community adds value.

The vision for Compass Positive Effect is to achieve sales in line with the target contribution and improve people’s mental wellbeing by reaching them through school or work. All profit is used for charitable purpose, to support the health and wellbeing of the

wider community.

## **Team**

The team is led and managed by the Assistant Director – Business Development and includes the Implementation & Projects Lead and the Marketing & Digital Communications Officer. Administrative support is provided by the Central Admin Team. All team members are required to work within their competency as a part of a whole team approach to deliver all areas.

## **Key duties and responsibilities:**

### Business development

- Build a network of relationships and partnerships that support Positive Effect product development and maintain an understanding of markets, competitors and customers, in order to market products effectively.
- Promote awareness of Compass / Compass Positive Effect in formal / informal meetings, events and other settings with potential partners / customers.
- Lead on the production of proposals to potential Positive Effect customers including introductory emails, letters, learning objectives, etc.
- Identify, create and take opportunities to develop and maintain the Compass Positive Effect brand through various channels including marketing (radio, interview, video, etc.), social media and the Compass website.
- Manage and develop the Compass Positive Effect pages of the Compass website.
- Contribute to key Compass service tenders as required, including research, production and review.

### Planning and organising

- Ongoing development and management of approved traded offer business plan/s.
- Lead the Positive Effect steering group meeting and produce Positive Effect performance and activity reporting and narrative analysis for Senior Management Team, Board, internal comms, etc. as required.
- Manage and develop a contact database of customer targets (using MailChimp, Excel, Outlook, etc. as relevant) that fit within our priority target groups, in line with GDPR legislation.
- Maximise own time management and prioritise tasks to ensure all necessary duties are fulfilled in a timely manner.

### Operational delivery

- Provide clear leadership and project management for the mobilisation of new projects / contracts.
- Manage the delivery of projects / contracts ensuring resources are directed as necessary to meet demand.
- Manage the creation of training modules / packages / supportive material and resources that support the health and wellbeing of relevant organisations, from design and development, through production, finalising quality assurance and the

accreditation process (where external validation is required).

- Maintain an awareness and knowledge of suitable digital delivery methods e.g. MS Teams, GoTo Webinar / Training.
- Foster and maintain strong links with all subject matter experts across Compass.

In addition to these functions the post holder is expected to:

- In agreement with the line manager carry out such other duties as may be reasonably expected in accordance with the grade of the post.
- Prioritise own workload within agreed objectives deciding when to refer to others as appropriate in accordance with Compass procedures.
- Have some flexibility in working hours (37 hours per week), organising their working time in such a way as to complete all necessary tasks and manage 'peaks and troughs'.
- Have flexibility to travel across the country, including ad hoc overnight stays.
- Access to independent means of transport for work purposes is preferred.

Personal responsibilities

- Participate in the Compass appraisal system, matching organisational aims with individual objectives and undertaking training as required.
- Take responsibility for their own and other's health and safety in the working environment.
- Comply with Compass policies and procedures, including sharing Compass commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults.
- Ensure that a professional service and image is maintained at all times.
- Ensure their actions support the equality, diversity, rights and responsibilities of individuals.
- Promote and adhere to equality of opportunity and diversity within Compass.

## PERSON SPECIFICATION

Qualifications, Experience and Knowledge:
<b>ESSENTIAL</b>
<b><u>1) Qualifications</u></b> <ul style="list-style-type: none"><li>• Educated to a minimum degree level or equivalent.</li></ul>
<b><u>2) Experience</u></b> <ul style="list-style-type: none"><li>• Business development professional with a proven track record of successfully taking products to market.</li><li>• Excellent project management skills and the ability to prioritise and manage multiple projects concurrently, whilst maintaining high quality standards.</li><li>• Demonstratable experience of generating new business opportunities and achieving product sales / new business.</li><li>• Supporting bid / tender processes.</li><li>• Developing and sustaining effective partnerships.</li><li>• Collaborating with subject matter experts, partners and stakeholders.</li><li>• Report writing, including evaluation of services delivered.</li></ul>
<b><u>3) Knowledge</u></b> <ul style="list-style-type: none"><li>• The training and consultancy market.</li></ul>
<b>DESIRABLE</b>
<b><u>1) Qualifications</u></b> <ul style="list-style-type: none"><li>• Project management (PRINCE 2, etc.).</li></ul>
<b><u>2) Experience</u></b> <ul style="list-style-type: none"><li>• Operational health and wellbeing service delivery.</li><li>• Delivery of training and / or consultancy.</li><li>• Marketing and sales.</li><li>• Client interview / pitch.</li></ul>
<b>Key competencies / personal attributes:</b>
<i>The post holder must demonstrate strengths in the following competency areas:</i> <ul style="list-style-type: none"><li>• <b>Autonomy</b> – motivated self-starter who is able to manage their priorities and workload effectively whilst escalating where needed and delegating appropriately.</li><li>• <b>Influencing and negotiating skills</b> – ability to win support, gain cooperation or overcome objections and barriers in persuading others to take a change of view or follow a different course of action.</li><li>• <b>Creativity</b> – problem solver who finds innovative and effective solutions.</li><li>• <b>Partnership working</b> – build and maintain excellent relationships with all key</li></ul>

partners and contractors.

- **Interpersonal skills** – excellent verbal and written communication skills, able to listen attentively.
- **Team player** - ability to work productively and supportively in collaboration with others to achieve common objectives.

#### Compass values:

*The post holder must demonstrate exemplary behaviour in all Compass values*

- **Integrity:** An unstinting commitment to honesty and openness in all our activities.
- **Valuing Each Individual:** Respecting the needs of each person and helping them gain greater control of their life.
- **Being Solution Focused:** Responding quickly and flexibly to current and emerging needs.
- **Consistent & Reliable Approach:** Always delivering on our commitments.

Compass is committed to promoting the welfare of all those we serve, as well as complying with best practice in the application of safeguarding and we expect all staff and volunteers to share our commitment. As part of our safer recruitment process, a basic DBS check will be undertaken before appointment as part of our pre-employment checking process and will be rechecked as and when determined by Compass. For further information about what is required in this process please go to [www.gov.uk/disclosure-barring-service-check](http://www.gov.uk/disclosure-barring-service-check).

Compass is also committed to equal opportunities and expects all those employed or who volunteer to share our commitment.