

Job Title:	Senior Business Development Manager
Reports to (job title):	Chief Commercial Officer
Line Manager to:	Bid Writer

Job purpose

As the Senior Business Development Manager at HCRG Care Group, your primary role is to drive new business growth. You'll lead a team to create compelling content for tenders, proposals, and other submissions. Your focus will be on showcasing HCRG Care Group's strengths to local authorities, NHS bodies, and other organizations, ensuring our innovative approaches shine through consistently.

Role Overview

As Senior Business Development Manager at HCRG Care Group, you're pivotal in driving business growth through strategic bid management, leading a team, Support with the management of portal responses and bids submissions and ensuring alignment with service specifications and maximising scoring. Your role includes presenting proposals to stakeholders, maintaining market intelligence, leveraging AI for efficiency, and communicating achievements. You play a key role in securing and mobilizing new business, contributing directly to our success in the health and care sector.

Base Location

Home Based, with the requirement to meet in the Runcorn head office/ services when needed.

Key responsibilities

This list is intended to summarise the key responsibilities and is not intended to cover every task that may be required of the role:

- Work within the existing business development team, to produce high-quality, compelling, and persuasive written content for bids, business proposals, and other work-winning submissions.
- Lead the existing bid team, to produce high-quality, compelling, and persuasive written content for bids, business proposals, and other work-winning submissions.
- Deliver business propositions that adhere fully to service specifications, HCRG best practice models and policies, and maximise scoring against set criteria.
- Ensure the various stages of the bidding and tender process are completed in line with HCRG Care Group's Growth Governance Framework and within designated time scales.

- Lead the development and submission of multiple and concurrent market engagement questionnaires, bid responses and work-winning business cases.
- Attend and present proposals and solutions at dialogue and presentation meetings with key external contacts, including commissioners, partners, and wider stakeholders.
- Oversee the upkeep of the opportunity pipeline and research market trends, competitive landscapes, and potential opportunities in the health and care sector.
- Provide market insights to guide strategy and bid decisions. Monitor policy changes that impact public sector procurement.
- Use AI generated content to revolutionise content.
- Build and maintain an AI library for bid generation. Possess a strong understanding of HCRG Care Group's unique operational and transformational capabilities and products, to enhance our attractiveness to commissioners and provider partners.
- Ability to understand complex service offers and ideas easily and quickly.
- Ability to convey difficult or complex ideas or concepts in a clear and engaging manner – verbally and in writing.
- Consult with Corporate and Operational SMEs to gather bid content.
- Consult with Corporate and Operational SMEs to contribute to drafting and bid refinement.
- Ensure organisational USPs and win-themes are golden threads through each individual bid.
- Celebrate achievements by working with the Communications and Marketing Team to communicate this internally and to external parties.
- Support the operational teams to initiate the mobilisation of newly won business.

Our values

Our values are our moral compass and core to our DNA. They underpin the way we deliver our services and treat those who use our services.

To many organisations values are just words which don't translate into reality of the day to day but our values flow through everything that we do, they define who we are, what we stand for and set the expectations of our colleagues, communities, customers and partners. They have been defined by our colleagues and have been integral to our journey so far and will be integral to our future as well.

We have three values which help us stand out from the crowd, not just because there's only three, but because they are unique to who we are. We care, we think, and we do.

Care Think Do	
<ul style="list-style-type: none">InspireChallenge	Accountability
<ul style="list-style-type: none">UnderstandImprove	Involve
<ul style="list-style-type: none">CommunicateLearnResilience	

Confidentiality and Information Security

As our employee you will be required to uphold the confidentiality of all records held by the company, whether patients/service records or corporate information. This duty lasts indefinitely and will continue after you leave the company's employment.

All information which identifies living individuals in whatever form (paper/pictures, electronic data/images or voice) is covered by the 2018 Data Protection Act and should be managed in accordance with this legislation.

This and all other information must be held in line with NHS national standards including the Records Management: NHS Code of Practice , NHS Constitution and HSCIC Code of Practice on Confidential Information and should only be accessed or disclosed lawfully. Monitoring of compliance will be undertaken by the Company. Failure to adhere to Information Governance policies and procedures may result in disciplinary action and, where applicable, criminal prosecution.

Information governance responsibilities

You are responsible for the following key aspects of Information Governance (not an exhaustive list):

- Completion of annual information governance training
- Reading applicable policies and procedures
- Understanding key responsibilities outlined in the Information Governance acceptable usage policies and procedures including NHS mandated encryption requirements.
- Ensuring the security and confidentiality of all records and personal information assets
- Maintaining timely and accurate record keeping and where appropriate, in accordance with professional guidelines
- Only using email accounts authorised by us. These should be used in accordance with the Sending and Transferring Information Securely Procedures and Acceptable Use Policies.
- Reporting information governance incidents and near misses on CIRIS or to the appropriate person e.g., line manager, Head of Information Governance, Information Security Lead
- Adherence to the clear desk/screen policy
- Only using approved equipment for conducting business

Governance

Clinical governance is a framework through which organisations delivering health and care services are accountable to continuously improving the quality of their services and safeguarding high standards of care by creating an environment in which clinical and other forms of care flourishes. Employees must be aware that clinical governance places a duty on all staff to ensure that the level of care services they deliver to patients is safe and high quality, and that they follow/comply with our policies and procedures.

Registered Health Professional

All staff who are a member of a professional body must comply with standards of professional practice/conduct. It is the post holder's responsibility to ensure they are both familiar with and adhere to these requirements.

Risk Management/Health & Safety

The post holder has a responsibility to themselves and others in relation to managing risk, health and safety and will be required to work within the policies and procedures laid down by the company. Staff are required to observe the Hygiene Code and demonstrate good infection control and hand hygiene.

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment for other employees, patients and visitors. It is essential to observe strict fire and security precautions at all times.

All staff must report accidents, incidents and near misses so that the company can learn from them and improve safety.

Safeguarding Children and Vulnerable Adults Responsibility

We are committed to safeguarding and promoting the welfare of children and adults at risk of harm and expects all employees to share this commitment.

Medicines Management Responsibility

Nursing or registered healthcare professionals

Undertake all aspects of medicines management related activities in accordance within the company's medicines policies to ensure the safe, legal and appropriate use of medicines.

Skilled non-registered staff

Undertake all aspects of medicines management related activities in accordance with the company's medicines policy where appropriate training has been given and competencies have been achieved.

Policies and Procedures

All colleagues must comply with the Company Policies and Procedures which can be found on the company intranet.

General

We are committed to serving our community. We aim to make our services exemplary in both clinical and operational aspects. We will show leadership in identifying healthcare needs to which we can respond and in determining the most cost-effective way of doing so.

We recruit competent staff that we support in maintaining and extending their skills in accordance with the needs of the people we serve. We will recognise the commitment from our staff to meeting the needs of our patients.

The company recognises a “non-smoking” policy. Employees are not able to smoke anywhere within the premises or when outside on official business.

Equal Opportunities

It is the company’s intention to be an employer of choice and ensure that no job applicants or employees are unfairly disadvantaged on the grounds of gender, disability, race, ethnic origin, colour, age, sexual orientation, religion or belief, trade union membership or any other factors that are not relevant to their capability or potential. To this end, the company has an Equality and Diversity policy, and it is the responsibility of each employee to contribute to its success.

Flexibility Statement

This job description is not exhaustive and may change as the post develops or changes to align with service needs. Any such changes will be discussed directly between the post holder and their line manager.

Job Description

Personal Specification

Essential

- Excellent written and oral communication skills
- Proven ability to generate revenue through business growth within the health and care market.
- Excellent written and oral communication skills, with the ability to confidently pitch bid proposals, ideas and solutions to a variety of internal and external stakeholders.
- Significant experience supporting with the management of portal responses and bids submissions.
- Excellent people skills including listening, negotiation, inspiration, and persuasion. Experience in leading teams.
- Experience with business development and obtaining business intelligence.
- Demonstratable experience working with and maintaining AI technology.
- Possess resilience under pressure and experience of working in high-pressured deadline-driven environments.
- Possess a conscientious nature with a high attention to detail.
- Experience liaising and building relationships with internal and external stakeholders.
- Excellent time-management skills
- Willingness to travel for work when required.
- Detailed knowledge and experience of tendering processes (e.g., NHS England Commissioning processes) and procurement portals.



Manager signature
