## Business Development Manager – level 1

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| **Generic title** | Senior Manager - 2 |
| **General Description** | People at this level will manage a function, a number of managers or an income stream.  In operations they will manage multidisciplinary construction projects or medium sized sites and their associated activities from conception through to completion, delivering work that meets project requirements, customer satisfaction and in accordance with Morgan Sindall standards. They will play a major role in ensuring Health, Safety and Environmental Policies are delivered.  In commercial they will manage contracts and may lead on a framework, project, special works or design. |

## Competencies

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| **Achieving Results** | Capacity to set goals for self and others  Proactively identifies and pursues new stretching targets and opportunities  High levels of personal drive and commitment  Adds value beyond doing the job  Focuses well on personal development goals |
| **Analytical thinking and decision making** | Considered analysis of all available data to arrive at viable options  Organising information to identify the key issues and to plan appropriately |
| **Communication** | Ability to choose most appropriate style of communication  Able to listen actively by which we mean hearing and interpreting what is said  Demonstrating sound questioning techniques |
| **Dealing with change** | See potential of new ideas and situations  Takes a pragmatic approach to change  Considers impact of change on others as well as self  Ability to explain the effects to colleagues |
| **Teamwork** | Create appropriate networks of people internally and externally  Build opportunities for cooperation with other individuals and teams  Cut easily across horizontal and other boundaries, taking a corporate perspective  Understand how teams work and how to lead one |
| **Leadership** | Ability to take control of situations with one's sphere of influence  Assume responsibility - organising and guiding where necessary |
| **Managing resources** | Create a resource plan for an unfamiliar or potentially complex project  Manage others to implement effective planning, problem-solving and decision making  Understand the resource implications on the business plan |
| **Negotiation** | Understand the other's point of view  Make an objective and structured case with pros and cons  Understand the need to give and take  Understand and defend a position |
| **People Development** | Can respond within tested frameworks of development to identify own needs  Uses personal experience to build own skills |

## Role definition

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| **Summary of role** | To lead the implementation of Morgan Sindall’s business development strategy within (sector/ geographic area) entailing developing and maintaining a network of contacts with specialist consultants and suppliers to position Morgan Sindall to bid and secure projects and frameworks as required on a national basis. |
| **Responsibilities and accountabilities** | Provide market intelligence and other commercial information, on competitors and potential customers in [insert geographic area / sector]  Develop a clear set of plans and activities to promote the Morgan Sindall brand in the [insert geographic area /sector] and support Morgan Sindall in achieving agreed financial objectives in the [insert geographic area/ sector]  Proactively build a strong network of contacts in the market place and across Morgan Sindall Group and support senior leaders in Morgan Sindall in developing relationships with key influencers in the [insert geographic area/ sector] to support work winning  Develop win themes and plans for key contracts and framework for construction [and infrastructure] projects and build commitment from the business unit to those plans.  Manage a pipeline of opportunities and ensure that the KMS database is accurate and up-to-date  Monitor the market place/trends and keep abreast of market needs and conditions including knowledge of government initiatives on procurement and value-for-money  Proactively build a strong network of contacts in the market place and across Morgan Sindall Group  Work with senior leaders in Morgan Sindall in developing a plan to build relationships with key influencers in the [insert geographic area/ sector] to support work winning  Support the delivery of Morgan Sindall key account and account management strategies for named customers. Understand the customer’s needs and provide appropriate reporting information  Work with other Morgan Sindall Group companies to deliver a consistent joined-up approach to the market and key customers  Develop and deliver an annual plan of PR and marketing activities to promote the Morgan Sindall brand in the [insert geographic area / sector]  Develop and manage a pipelines of opportunities for the local business and ensure that win themes are developed, agreed and implemented in PQQs and tenders  Ensure that the local business development maintains a database of templates, CVs, project profiles, images and where appropriate standard responses for development of winning submission documents and presentations |
| **Qualifications, training and technical knowledge** | Educated to degree level in relevant subject  Membership of a Professional Industry body would be helpful (but not essential)  Be able to demonstrate attendance at key forums and an understanding of the latest thinking in key sectors  A thorough understanding of all aspects of winning and delivering work in construction.  A good network of key contacts in the market such as customers, designers, cost consultants influencers and government agencies  Track record of developing relationships and developing win plans and documentation to support winning work |
| **Attributes and skills** | Ability to work in a team environment contributing across a business unit or area  Good management skills with the ability to motivate employees to achieve high standards of compliance  Excellent organisational, planning and time management skills; able to manage projects simultaneously with compromising on standards and quality  Sound knowledge of the construction industry  Ability to ensure standards and specifications are met  Ability to work with senior management to set project and operational targets  Excellent negotiation and diplomacy skills and the ability to make a sound business case to senior stakeholders |