

## Job description

<b>Post</b>	Business Development Manager
<b>Grade</b>	6
<b>Hours</b>	35 hours per week
<b>Accountable to</b>	Head of Partnerships and Business Development

The King's Fund is an independent charity working to improve health and care in England. We help to shape policy and practice through research and analysis; develop individuals, teams, and organisations; promote understanding of the health and social care system; and bring people together to learn, share knowledge and debate. Our vision is that the best possible health and care is available to all. We have a high profile and strong reputation for influencing health and care policy, providing leadership development, and producing excellent communications.

This is an exciting time to join the Fund, as we develop our next corporate strategy and look to maximise our impact as an organisation. You will play a key role in ensuring our income generating work aligns with our strategic priorities and enables us to deliver meaningful change in the health and care system.

## Our values

We expect everyone who works for us to be committed to our values and to share our commitment to becoming a more diverse and inclusive organisation. Our vision, values and commitment to diversity and inclusion can be seen at:

<https://www.kingsfund.org.uk/about-us>

## About the role

Working within our Partnerships and Business Development team, this role offers an exciting opportunity for an experienced business development professional to work closely with our renowned, knowledgeable Policy experts, helping to achieve our objective to drive income generation and increase the overall reach and impact of our work.

You must be organised, flexible and able to work both independently and proactively. Attention to detail and clear communication with internal and external stakeholders is key. Your role will be varied and will involve collaborating effectively with a broad group of stakeholders. In a typical week you might work on the following:

- Horizon scanning for new opportunities and funders to support our work
- Assessing, disseminating, and responding rapidly to inbound requests to work with us
- Writing, managing, and quality assuring proposals, maintaining high-quality bidding collateral
- Coaching and supporting Policy colleagues in all aspects of business development, from idea generation and scoping, to proactively seeking funding from a range of bodies, to negotiating with prospective clients and funders looking to support our work.
- Ensuring our CRM reporting is timely and accurate.

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• positive and engaged • striving for excellence • acting with integrity

The above list is indicative- you would discuss and agree your priorities with your line manager as part of overall objective-setting when you start work with us.

## Job purpose

This is an exciting time to join a busy team, working in a dynamic policymaking environment. You will support business development and growth within our Policy, Events and Partnerships Directorate. Your role will be focused primarily on supporting our Policy colleagues, by helping to qualify and convert business development opportunities, develop high quality proposals at pace, maintain up-to-date bidding resources and help Policy colleagues to proactively seek funding for their work and ideas.

You will work within an experienced, capable team of commercially minded individuals providing vital support to the Policy, Events and Partnerships Directorate as a whole, delivering meaningful impact both within the Fund and in the wider operating context.

## Main responsibilities

- Opportunity assessment and qualification- evaluate incoming opportunities to ensure strategic fit, disseminate appropriately and support with follow-up.
- Bid and tender management- provide end-to-end support with bids, grant applications tenders to deliver policy reports and other outputs, including bid management, writing, quality assurance, budget development, compliance, and submission. Develop suitable, flexible processes to support colleagues and manage risk appropriately.
- Bid-writing and bid library management- maintain an up-to-date library of self-serve resources including model responses, biographies, slide decks, case studies etc. to support colleagues to develop high-quality, compelling proposals.
- Coaching and advising policy colleagues- supporting policy leads to respond to inbound proposals and proactively seek opportunities to work with prospective funders for their work, in line with our strategic priorities.
- CRM Management- maintain good CRM hygiene, ensure timely reporting and tracking of policy proposals, management of relevant dashboards and datasets for reporting purposes.
- Skill-sharing- supporting colleagues to develop their skills and confidence in bid-writing, tender management, negotiation, and other relevant disciplines. Review and edit submissions to help build confidence and capability.
- Negotiation and procurement: assist negotiations with external clients and partners and ensure that appropriate contractual agreements are in place.
- Horizon scanning: capture and maintain knowledge and understanding of current policy developments, policy changes, funding avenues, including competitor activity.
- Support product development and innovation, providing challenge to existing ways of working.
- Stakeholder management: maintain good relationships with existing clients/commissioners and develop relationships with new clients and key stakeholders to help develop pipeline to support growth.

## Other

- Actively learns and develops to stay up to date with developments in area of expertise and to meet the changing needs of the job, team, and organisation by participating in appraisal and appropriate learning activities including information security and privacy awareness.
- Encourages and supports the development of others, the team, and the organisation by engaging in and contributing to the Fund as a learning organisation and to its positive culture.

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- Represents the team and Fund in a professional and positive manner with both internal and external stakeholders and in doing so reflects the values of the organisation.
- Undertakes any other duties that may reasonably be required, and are commensurate with the grade of the job, in furtherance of the objectives of the Fund.
- Ensures compliance with The King's Fund's policies, procedures, and contract of employment
- Actively contributes to effective communication within the team and with others across the Fund.
- Ensures that the organisation's business and information systems are used for the benefit of the team, directorate, and Fund.
- Ensures any finances related to the role are in compliance with related policies and procedures.
- Effectively contributes to project/business performance by planning, coordinating, delivering, evaluating, and communicating as appropriate.

**Date: February 2025**

## Person specification

### Supporting Evidence

You must demonstrate your experiences, skills, abilities, and values by giving specific examples for the criteria within the person specification.

	<b>Essential</b>	<b>Desirable</b>	<b>How Tested</b>
<b>Training and qualifications</b>	<ul style="list-style-type: none"> <li>• None. We are looking for the right attitude and aptitude for the role. These can be demonstrated in several ways- through work, volunteering, formal training (and any application of said training) etc</li> </ul>	<ul style="list-style-type: none"> <li>• An understanding of procurement processes and requirements</li> <li>• Experience of securing funding from a diverse range of organisations, from private sector companies, to charities, foundations, philanthropists, and statutory funders. Relevant contacts in trusts and foundations in particular</li> </ul>	<i>Application</i>
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>• Experience qualifying, disseminating, and converting business development opportunities</li> <li>• Experience of writing high-quality content and maintaining a suite of resources to support proposal writing and management</li> <li>• Demonstrable experience of delivering sustained growth through business development activities</li> <li>• Substantial experience preparing, managing, and writing high-quality, successful tendering, reports and/or funding applications to both statutory and non-statutory funders</li> <li>• Experience developing and delivering compelling presentations to internal/external audiences</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of UK procurement systems portals and public sector contracting requirements</li> <li>• Good knowledge of UK health and social care sector</li> <li>• Experience of account management</li> </ul>	<i>Application And Skills Test</i>

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	<ul style="list-style-type: none"> <li>• Use and management of CRM, ability to extract relevant outputs and datasets for reporting purposes</li> <li>• Experience of working effectively with internal and external stakeholders, including coaching and influencing internal colleagues to support growth objectives</li> </ul>		
<p><b>Skills and abilities</b></p>	<ul style="list-style-type: none"> <li>• Excellent organisational skills to ensure the effective planning and delivery of proposals</li> <li>• Acts as an ambassador for The King's Fund at events and in other settings</li> <li>• Commercial acumen and initiative</li> <li>• Excellent written and oral communication skills, ability to tailor messaging appropriately depending on context</li> <li>• Able to organise your own work and time productively to meet strict deadlines</li> <li>• IT literacy – Word and Excel essential</li> <li>• Able to work collaboratively and sustain effective working relationships with diverse colleagues, partners, and clients</li> </ul>		<p><i>Interview and Skills Test</i></p>

	<b>Essential</b>	<b>Desirable</b>	<b>How Tested</b>
<b>Personal qualities</b>	<ul style="list-style-type: none"> <li>• Tenacious and driven to deliver</li> <li>• Excellent attention to detail</li> <li>• Ability to work well in a team, but also able to work independently</li> <li>• Curiosity and a willingness to adopt a 'test and learn' approach</li> <li>• Committed to providing a high standard of work and continuous improvement</li> <li>• Appreciates the value of diversity</li> <li>• Has a proactive approach to addressing challenges</li> <li>• Committed to continued learning and supporting the learning of others</li> <li>• Willing to accept responsibility and opportunities appropriate for the role</li> <li>• Has a flexible approach to their role and to change</li> <li>• Understands The King's Fund's values and their application to this role</li> <li>• Has an appreciation of the work of the Fund and the contribution of this role</li> </ul>		<i>Interview</i>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Willingness to work outside of normal office hours on occasion, e.g. to submit a tender or attend an event</li> </ul>		