

Business Development Manager

Purpose of the Role

We are seeking a Business Development Manager to join the Funding and Development Team at Citizens Advice Mid Mercia (CAMM). In this pivotal role, you will drive CAMM's growth and long-term sustainability by proactively identifying and qualifying new business opportunities with public sector commissioners, procurement leads, and partner organisations. You will build and nurture strong external relationships to enhance CAMM's reputation and influence within the sector, while gathering and analysing market intelligence to inform strategic decision-making and identify emerging opportunities. Additionally, you will support the development of effective supply chains and partnerships, positioning CAMM for future contract wins and strategic collaborations.

Key Responsibilities

New Business Development

- Proactively identify, qualify, and pursue new business opportunities with commissioners, procurement teams, and decision-makers across local authorities, NHS providers, central government and primes.
- Build and maintain a robust pipeline of opportunities, tracking progress and reporting against agreed targets and KPIs.
- Lead early engagement with potential funders and partners, ensuring CAMM is positioned for upcoming contracts and funding streams.
- Deliver measurable growth in new business income, aligned with CAMM's strategic objectives and sustainability goals⁴.

Stakeholder Engagement

- Build, nurture, and manage relationships with commissioners, procurement leads, and sector influencers to enhance CAMM's profile and credibility.
- Represent CAMM at market engagement events, sector forums, and networking opportunities to gather intelligence and promote the organisation.
- Develop and implement engagement plans to ensure CAMM is seen as a trusted and credible partner.

Supply Chain & Partnership Development

- Identify, assess, and develop relationships with potential supply chain partners, including subcontractors, consortia, and specialist providers.
- Initiate and lead partnership discussions, ensuring alignment of values, capabilities, and strategic objectives.
- Support the development of partnership models and value propositions that reflect commissioner needs and market trends.

Internal Collaboration

- Work closely with bid, proposal, and service delivery teams to ensure early engagement and intelligence are leveraged in tender processes.

- Contribute to internal briefings and strategic planning sessions, sharing insights from stakeholder and market engagement.

Market Intelligence & Strategic Positioning

- Conduct ongoing market research and competitor analysis to inform opportunity identification and win strategies.
- Guide the transition of opportunity plans and intelligence to the proposal/bid team, supporting a seamless handover when tenders are released.
- Monitor industry trends and funding landscapes to anticipate and respond to emerging opportunities.

Person Specification

Essential

- Proven experience in business development, stakeholder engagement, or partnership development within the public or third sector.
- Demonstrable success in identifying, qualifying, and securing new business opportunities, with a track record of meeting or exceeding targets.
- Strong understanding of public sector commissioning and procurement environments.
- Excellent interpersonal, networking, and influencing skills, with the ability to build trust and credibility.
- Commercial awareness and strong negotiation skills.
- Target-driven, resilient, and adaptable, with a creative and solutions-focused approach.
- Strong organisational skills and attention to detail.
- Possession of a full driving licence and use of a car.

Desirable

- Experience in supply chain development for public sector contracts.
- Knowledge of relevant service areas (e.g., health, social care, community services, advice and advocacy).
- Experience working within a charity or not-for-profit environment.