

## Business Development Officer

### Identifying Facts

Current Job Title:	Business Development Officer
Service Sector:	Services & Business Development
Organisational Relationships:	Head of Business Development

We are going through an exciting period of focused growth and are seeking to appoint a highly motivated and experienced Business Development Officer to join our dynamic team

### Job Purpose:

The Business Development Officer post is a key role in supporting the growth of Capability Scotland. The purpose of the role is:

- To support the Head of Business Development to deliver the organisations growth strategy and annual growth targets.
- To support the organic growth of services, the launch of new services and growth via business acquisition.
- To undertake research as required, identifying and pursuing new business opportunities,
- To develop relationships with key stakeholders,

The postholder will play a vital role in expanding our service base and achieving revenue targets. The ideal candidate is a proactive and results-oriented professional with a proven track record in business development and a passion for building successful partnerships. Ideally you will have experience of dealing with Local Authorities, HSCPs or similar public sector organisations as well as private and third sector organisations. This role provides somebody who has a positive and motivated 'Can-Do' attitude who is interested in developing their experience and skills whilst contributing to a varied workload as we work across care, support and education as well as seeking new areas of work within employability services.

### Major Tasks

1. **Market Research:** Conduct thorough market research to identify new opportunities, market trends, and opportunities for service & business growth. Analyse industry data and competitor strategies to develop informed business growth plans.
2. **Market Expansion:** Identify new market segments and geographic regions for business expansion. Develop strategies to penetrate these markets and establish a strong presence.
3. **Strategy Development and implementation:** Contribute and support the Head of Business Development in the development and implementation of the growth strategy to achieve revenue targets. This includes setting goals, creating implementation plans, working alongside Operations, Services and Schools. Continuously monitoring and optimising growth processes.
4. **Relationship & Partnership Development:** Build and maintain strong relationships within the organisation across services and schools as well as developing external relationships with Local Authorities, HSCPs, Third Sector organisations and charities in

addition to other businesses. Cultivate long-term partnerships. Develop partnerships with external organisations, including further education providers, to support delivery and understanding of best practice.

5. **Tender & Proposal Preparation:** Prepare compelling tenders and proposals, presentations, and pitches to win new business opportunities. Some knowledge of PCS & PCS-T procurement websites is desirable but not essential, along with the ability to customise proposals to address needs and highlight the organisation's strengths. Be able to demonstrate risk and considerations to wider audience. Business Case preparation.
6. **Database Building & Management:** Collate all relevant contacts, information and updates into relevant database/app to support agile access to relevant information, promote positive communication and monitoring of business development efforts.
7. **Networking:** Attend industry events on behalf of Capability Scotland ensuring appropriate representation of the organisation and maximising presence.
8. **Collaborative Working & Engagement:** Actively work in collaboration with operations and other colleagues to gather necessary information, develop growth plans and monitor implementation including undertaking viability studies and financial mapping. Engage with a range of internal and external stakeholders, including disabled people and their families to inform development plans.
9. **Reporting:** Monitoring and review implementation progress against targets and report to senior management and executive team.

### **Person Specification**

- Excellent interpersonal and communication skills
- Previous experience in a business development, sales support or similar role
- Demonstrable experience of successful tender/bid writing.
- Strong organisational and time management skills
- Proficiency in CRM software and MS Office/SharePoint
- Detail oriented with ability to manage multiple tasks simultaneously
- Ability to work independently and collaboratively in a team environment
- Knowledge and experience of working with disabled people
- Astute business and financial acumen
- Commitment to improving the lives of disabled people

### **Essential Criteria**

- Ability to travel within Scotland
- Preferably Hold Driver's License
- Degree or equivalent in Business, Marketing, or related subject

### **Applicable to all roles:**

To undertake any other duties related to the responsibilities of the post and which may be delegated by Capability Scotland management.