

## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	Senior Business Development Writer
<b>RESPONSIBLE TO:</b>	Senior Business Development Manager for Health in Justice
<b>ACCOUNTABLE TO:</b>	Deputy Head of Business Development for Health in Justice
<b>LOCATION:</b>	Home based, with travel to sites across the UK as required.
<b>SALARY:</b>	To be confirmed - dependent on experience plus commission scheme
<b>ADDITIONAL:</b>	Travel will be required on occasions, reimbursed in line with Practice Plus Group's expenses policy
<b>HOURS:</b>	37.5 per week with the ability to be flexible when required to meet deadlines

## **JOB SUMMARY**

The post-holder will play an important role within the business development team located in the Primary Care service line of Practice Plus Group's Health Care division.

The main responsibility will be to research and produce professionally written proposal content that clearly articulates Practice Plus Group's offer to clients in a clear and concise manner. This will also be a leadership role, with responsibility for managing and supporting the development of Business Development Writers within the team. This role requires an ability to work under pressure and to demanding deadlines.

This post-holder will be required to work closely with clinical and operational colleagues and Subject Matter Experts to gather information and evidence to be used to develop compelling written proposals and responses to tender questions. A strong and confident communicator, you will be expected to gather information from a wide range of sources in the organisation, and share these proactively with your team.

Practice Plus Group has teams located around the country, and the post-holder will be expected to frequently communicate with people via emails, telephone calls, video conferences, and face-to-face meetings.

This post will focus predominantly on Health in Justice healthcare services in prisons and associated opportunities. However, the post holder will be expected to work flexibly to support other business development opportunities should the need arise. Those opportunities may be drawn from existing Practice Plus Group's services or new service areas.

## **KEY WORKING RELATIONSHIPS:**

- Deputy Head of Business Development – Health in Justice
- Senior Business Development Managers
- Business Development Writers

- Business Development Co-ordinator
- Practice Plus Group colleagues in service lines – especially Health in Justice and Primary Care, and support functions
- Health in Justice Senior Leadership Team
- Subcontractors and operational partners
- Local clinicians

## **Principal Duties and Responsibilities**

- The post holder will be required to work in accordance with the Bid Standard Operating Procedures (Bid SOP).
- Providing leadership and line management to the Business Development Writers.
- Attending key meetings with senior colleagues, representing the team of writers and then cascading information back to them.
- Proactively develop and manage a network of subject matter experts, liaising with them for all the information required.
- Reading and understanding all bid documentation issued by commissioners, including detailed service specifications and Health Needs Analysis reports.
- Working closely with other members of the Business Development Team, in particular with the Clinical Specialist to co-ordinate the delivery of information to the writers and to co-ordinate quality assurance checks of written draft responses.
- Write bespoke responses to bid questions, answering all points within the strict word limits set.
- Taking responsibility for more complex bid questions, and those with higher score weightings.
- Write all responses in-line with our Bid Style Guide, including specified rules around grammar and terminology.
- Re-work and/or update existing pre-written content where relevant.
- Deliver completed written proposal responses against agreed deadlines, escalating issues as required.
- Checking the written work of the Business Development Writers for accuracy and writing style, before they are submitted for formal review.
- Liaise with reviewers from our senior clinical and operational teams, receiving feedback on written responses and amending them in response.
- Re-write / edit proposal responses from a variety of stakeholders.
- Ability to coach staff in writing best practice.
- Ability to converse with senior members of the clinical and operational teams, and the confidence to challenge them constructively when appropriate.
- Strong time management / prioritisation skills.

- Strong written English language skills.
- Strong IT skills, including the ability to use web-based portals to retrieve bid information from commissioners and send messages.
- Researching the healthcare market at national and local health economy level in addition to obtaining and disseminating key findings from inspection reports, particularly those relating to current business.
- Responsible for regularly updating and refreshing examples and evidence of good practice within the HiJ evidence database, including frequent communication with and site visits to clinical teams in our prisons across the country.
- Assembling a library of previous responses and bid material to support completion of tender responses.
- Create high quality award submissions where relevant award opportunities have been identified.
- Participate in the weekly adverts rota to research and identify suitable Business Development opportunities.
- Develop excellent working relationships with colleagues and partners.

The duties detailed above are not exhaustive and the post holder will need flexibly to fulfill the needs and interests of the business.

## Person Specification – Senior Business Development Writer

CRITERIA	ESSENTIAL
Qualifications	<ul style="list-style-type: none"> <li>Recognised qualification or relevant experience in a writing related field e.g. technical writing, report writing, content or copy writing, journalism or a bid writing background.</li> </ul>
Experience	<ul style="list-style-type: none"> <li>Proven skills in producing and editing either reports, written copy, articles or proposal/tender content</li> <li>Team working including the ability to work closely with people from a variety of backgrounds/professions</li> <li>Ability to work under pressure, to tight deadlines and within a complex environment</li> <li>Experience of research to inform the development of written responses/documentation.</li> <li>Problem solving and conflict resolution.</li> <li>Ability to adapt to sudden changes to workload and priorities.</li> <li>Experience of line management would be a benefit but not essential.</li> </ul>
Skills and Knowledge	<ul style="list-style-type: none"> <li>Excellent oral and written communication skills, confidence in briefing accurately and convincingly to a range of audiences.</li> <li>Excellent writing ability to be applied to preparing tender responses.</li> <li>High levels of attention to detail including grammar, spelling and formatting.</li> <li>High levels of computer literacy including Excel, Word and PowerPoint.</li> <li>Understanding of AI tools and how to use them effectively to enhance work.</li> <li>Demonstrable knowledge of Healthcare and the NHS would be a benefit but not essential.</li> </ul>
Other Factors	<ul style="list-style-type: none"> <li>A personal style that demonstrates a facilitative, analytical and proactive approach to work challenges and colleagues</li> <li>Ability to prioritise own workload with a high degree of personal organisation</li> <li>Ability to respond positively to change and uncertainty</li> <li>Ability to motivate others with a preference for collaborative working</li> <li>Ability to build purposeful relationships and command confidence</li> <li>A strong commitment to personal development and learning</li> <li>Ability to present confidently using a range of media</li> <li>Determination and perseverance with the ability to challenge constructively</li> <li>A self-starter with a 'can do' attitude</li> </ul>

## **Additional Information:**

### **Appraisal**

Practice Plus Group operates a system of individual performance review/appraisal for the purpose of agreeing performance objectives and discussing development needs in line with requirements of service need in the operational plan.

### **Code of Conduct for Professional Group**

All members of staff are required to work in accordance with their professional group's code of conduct (e.g. NMC, GMC, HPC).

This job description is intended as a basic guide to the scope and responsibilities of the post and is not exhaustive. It will be subject to regular review and amendment as necessary in consultation with the post holder.

### **Conflict of Interests**

You may not without the consent of Practice Plus Group engage in any outside employment and in accordance with Practice Plus Group Conflict of Interest Policy you must declare to your manager all private interests, which could potentially result in personal gain as a consequence of your employment position in Practice Plus Group. Interests that might appear to be in conflict should also be declared.

### **Confidentiality**

The post holder is required not to disclose such information, particularly that relating to patients and staff. All employees are subject to the Data Protection Act 1998 and must not only maintain strict confidentiality in respect of patient and staff records, but the accuracy and integrity of the information contained within. The post holder must not at any time use personal data held by Practice Plus Group for any unauthorised purpose or disclosure such as data to a third party. You must not make any disclosure to any unauthorised person or use any confidential information relating to the business affairs of Practice Plus Group, unless expressly authorised to do so by Practice Plus Group. Further guidance on confidentiality is contained within Practice Plus Group Information Security Management System (ISMS).

### **Data Protection**

The post holder must at all times respect the confidentiality of information in line with the requirements of the Data Protection Act and the company's ISO27001 accreditation. This includes, if required to do so, obtain, process and/or use information held on a computer in a fair and lawful way, to hold data only for the specified registered purposes and to use or disclose data only to authorized persons or organizations as instructed.

### **Equal Opportunities**

The post holder is required at all times to carry out responsibilities with due regard to Practice Plus Group Equal Opportunities Policy and to ensure that staff receive equal treatment throughout their employment with Practice Plus Group.

### **Health and Safety**

As an employee of Practice Plus Group, the post holder has a duty under the Health and Safety at Work Act 1974, to:-

Take reasonable care of the health and safety of themselves and all other persons who may be affected by their acts or omissions at work.

Co-operate with their employer to ensure compliance with Health and Safety legislation and the Health and Safety policies and procedures of the treatment centre, not intentionally or recklessly interfere with, or misuse, anything provided in the interests of health, safety, or welfare, in pursuance of any of the relevant statutory provisions.

### **Risk Management**

All members of staff have a responsibility to report all clinical and non-clinical accidents or incidents promptly and when requested to, co-operate with any investigation undertaken.

This list of duties and responsibilities is by not exhaustive and the post holder may be required to undertake other relevant and appropriate duties as reasonably required.

**This job description is subject to regular review and appropriate modification.**

**I confirm that I have read and understand this Job Description**

**Name of Postholder:** .....

**Signature:** .....

**Date:** .....