

# JOB DESCRIPTION

**JOB TITLE:** Senior Business Development Writer (Secondary Care and Integrated Urgent Care)

**RESPONSIBLE TO:** Head of Business Development for Secondary Care

**ACCOUNTABLE TO:** Head of Business Development for Secondary Care

**LOCATION:** Home based, with travel to sites across the UK as required

## PURPOSE OF THE ROLE

To lead the writing function for Secondary Care and Integrated Urgent Care business development activities, ensuring high-quality bid responses that secure multi-million-pound healthcare contracts via public sector commissioning. The role involves direct line management of 2 Business Development Writers and collaboration with the broader writing team across the organisation.

## KEY RESPONSIBILITIES AND DUTIES

### 1. Bid Writing Leadership

* Take ownership of the entire writing process for Secondary Care and Integrated Urgent Care tenders from initial strategy through to final submission
* Set writing standards and drive quality across all bid responses within the division
* Make editorial decisions and challenge approaches when necessary to ensure responses fully address commissioner requirements and answer the question
* Manage team resource allocation for writing projects
* Develop initial strategy and storyboarding for complex bids

### 2. Direct Line Management

* Provide line management for 2 Business Development Writers
* Conduct regular one-to-ones, performance reviews, and development planning
* Provide support regarding daily work and projects
* Set objectives and monitor performance against agreed targets
* Support career development and training needs
* Manage workload allocation and capacity planning within the team

### 3. Quality Assurance and Process Management

* Review and enhance other writers' work to maintain consistent quality standards
* Establish and maintain style guidelines and editorial standards, including ensuring responses meet word count requirements
* Continuously improve bidding methodologies and processes (in partnership with the Head of Business Development for Secondary Care)
* Mentor team members in fundamental bid writing principles
* Ensure responses directly address questions and utilise word counts effectively
* Work with Head of Business Development to establish consistent review processes

### 4. Content Strategy and Development

* Work with clinical teams, business development colleagues, and subject matter experts to understand service models
* Translate complex healthcare concepts into compelling, accessible proposals
* Refresh and maintain library of template responses
* Ensure content reflects current best practices and inspection standards
* Collaborate on resource planning and pipeline management

### 5. Stakeholder Collaboration

* Work closely with business development colleagues to achieve results and win bids
* Extract information from subject matter experts and translate into compelling content
* Collaborate with clinical teams to ensure technical accuracy
* Liaise with other writing teams across business development sectors to share best practices
* Support broader Business Development team activities as required

### 6. Knowledge Sharing and Development

* Teach writing techniques including storyboarding to team members and colleagues
* Foster collaborative working practices across the writing function
* Share knowledge and learn from other senior writers across the organisation
* Continuously develop own practices through collaboration with Business Development team

## KEY PERFORMANCE INDICATORS

* Quality of bid submissions as measured by client feedback and win rates
* Team performance and development metrics for direct reports
* Adherence to submission deadlines and process timelines
* Stakeholder satisfaction with writing support and collaboration
* Continuous improvement in writing processes and methodologies

## WORKING RELATIONSHIPS

**Internal:**

* Head of Business Development for Secondary Care
* Head of Business Development for Integrated Urgent Care
* Senior Business Development Managers for Secondary Care and Integrated Urgent Care
* Business Development Writers (direct reports)
* Clinical teams and subject matter experts
* Broader writing team across Practice Plus Group
* Health in Justice business development colleagues

**External:**

* NHS commissioners and procurement teams
* External bid evaluation panels
* Partner organisations in consortium bids

## DECISION MAKING AUTHORITY

* Editorial decisions on bid content and approach
* Resource allocation within managed writing team
* Quality standards and approval of submissions within delegated authority
* Performance management decisions for direct reports (with HR guidance)
* Process improvements within the writing function

## ADDITIONAL REQUIREMENTS

* Travel across the UK as required for stakeholder meetings and site visits
* Flexibility to work outside normal hours when required to meet bid deadlines
* Participation in bid review meetings and presentation activities
* Compliance with all Practice Plus Group policies and procedures

This job description is not exhaustive and may be subject to periodic review and amendment in consultation with the post holder.

### Person Specification

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| **Criteria** | **Essential** | **Desirable** |
| **Qualifications & Experience** | • Proven track record in bid writing• Leadership/mentoring experience• Professional written content experience | • Recognised qualification in writing/communications• Healthcare or public sector experience• NHS frameworks experience |
| **Technical Skills** | • Advanced writing and editing abilities• Content strategy and storyboarding• Microsoft Office proficiency• Ability to work within word limits | • UK procurement process understanding• CQC framework knowledge• Bid management software experience |
| **Leadership & Management** | • Team mentoring and development• Quality assurance capabilities• Editorial decision-making confidence• Independent project management | • Process improvement experience• Cross-functional team leadership• Training/coaching qualifications |
| **Personal Qualities** | • Self-reliant and resourceful• Strong attention to detail• Pressure and deadline management• Adaptable to changing priorities | • Passion for healthcare outcomes• Creative problem-solving mindset• Understanding of persuasive psychology |