

Client Director - Consultancy & Research

Job Description

Job Title	Client Director
Department	Consultancy & Research
Location	Bristol Office with hybrid working
Pay Scale	£60k - £65k
Contract	Permanent
Hours	Full Time (37.5 hours per week)

Job Summary

The Workforce Development Trust is a not-for-profit organisation that provides services that support employers to develop skilled, sustainable, and efficient workforces in the UK and abroad. We operate via our collective of four brands; Skills for Health, Skills for Justice, SFJ Awards and People 1st International, which deliver specialist, targeted skills interventions to support a variety of frontline public services.

This essential role was created to oversee, develop and manage service offers to our clients. The post will develop business opportunities relating to a broad range of workforce planning, design and development interventions for client organisations. You will help develop and use product and services ranging from developing new roles, frameworks and standards, organisational workforce strategies including training, leadership, management and organisational development activities. These underpin our reputation for a vibrant portfolio of workforce solutions developed and delivered by a team of skilled workforce consultants that the Client Director will collaborate with.

The holder will be responsible for growing our market share whilst increasing existing customers revenue through successful commissioning of impactful and value driven workforce interventions. Core responsibilities will include achieving agreed year-on-year new business and revenue targets through preparing and implementing business development plans and strategy consistent with The Workforce Development Trust corporate objectives.

The post holder will:

- Deliver agreed annual sales and revenue targets in terms of new business, in-year revenue and client retention
- Identify, develop and secure a pipeline of opportunities across health and/or justice sector clients
- Design and develop successful proposals, bids and tenders
- Represent and promote The Workforce Development Trust and its various brands
- Build relationships with and influence decision makers across the health and/or justice sectors



The post holder must:

- have strong and demonstrable experience of operating in a supplier/commissioner environment and of developing professional relationships with procurement decision-makers
- exhibit excellent communication and customer service skills and an ability to obtain a comprehensive understanding of client issues and needs, translating those into business opportunities and solutions
- exhibit strong presentation skills will be a key asset in ensuring the effective communication of The Workforce Development Trust solutions and services
- have highly developed interpersonal skills in order to effectively influence, persuade, negotiate and manage relationships both within the organisation and with external contacts
- have knowledge and experience of the Health and/or Justice Sectors, as well as being literate in national policy, local skills issues and employer needs and challenges

As a member of the Consultancy and Research Team, the post holder will play a key role in collecting and sharing insights into market requirements to inform The Workforce Development Trust's wider strategy and product/service development plans. The post holder will have a high degree of autonomy and must be able to work with minimal supervision in generating business.

Key Responsibilities

Business Development

- Develop, maintain and deliver a viable business development plan for the designated area of responsibility, in line with The Workforce Development Trust's strategic business plans
- Establish and build productive long-term relationships with new and existing customers
- Play a lead role for business development in respect of our range of workforce product and services nationally, providing advice and practical assistance to colleagues to identify, quality and win business involving that service
- Deliver against pipeline, annual revenue, new business and order value targets
- Record and manage prospects in accordance with organisational requirements
- Scope, qualify, generate, submit and (if required) present commercially viable proposals, bids and tenders in line with corporate quality standards
- Contribute to the development and delivery of marketing plans and strategy for Consultancy/Research
- Lead in the preparation, co-ordination and running business development events to promote the Workforce Development Trust to local employers

Client/Employer Relationship Management

- Manage client/employer relationships within the designated area of responsibility, proactively taking the lead in cultivating constructive relationships with employers and key decision makers
- Identify opportunities to add value by providing expert advice and information on The Workforce Development Trusts Consultancy/Research service provision, relating the benefits and advantages to meet/resolve the client/employers workforce needs and issues
- Facilitate the quality assurance process in the delivery of local commissions, ensuring smooth communication between the client and The Workforce Development Trust delivery team and the capture of meaningful client feedback
- Make presentations in a communication style appropriate to the audience, conveying complex and relevant information to encourage commitments to sales
- Support the delivery teams to resolve difficulties that may arise in the delivery of contracts, working to achieve an outcome that is satisfactory to the client and the organisation and which maintains a positive client relationship

Business Proposals and Tenders

- Formulate viable business proposals in accordance with The Workforce Development Trust guidelines, drawing on the expertise and input of subject matter experts and other colleagues as required
- Lead and support the preparation of tenders for new business in accordance with the bid management process and scheme of delegation as required
- Lead the negotiation of commercial terms and the closing of contracts with clients within authorised limits of delegation
- Prepare and present business cases for consideration by Senior Management Team members/Executive Directors as necessary
- In partnership bids provide the principal corporate relationship with the co-bidder and ensure the overall co-ordination of processes from The Workforce Development Trust's perspective
- Ensure that all feedback received from successful and unsuccessful bids is captured, reported and used to inform improvement
- Work with the contracts and delivery teams to ensure that contract requirements are fully understood, documented and confirmed with the client in a timely manner.

Leadership

- Set and manage a budget for assigned funds to be used in the delivery of relevant business plan targets
- Project manage colleagues and associates delivering contracts for clients
- Contribute to business and financial planning
- Uphold corporate and financial governance requirements; Act as an ambassador for the Workforce Development Trust within the designated area and more widely, promoting the organisation, its mission and its products and services to contacts and prospective clients

Communication and Working Relationships

The post holder will be responsible for developing mutual relationships with

- Workforce Development Trust Group Leadership Team, Managers and staff
- Employers and other client representatives and decision-makers within the geographical area
- Strategically important stakeholders, including Government departments, arm's length non departmental public bodies, professional and regulatory bodies and Trade Unions, as required
- Partner organisations
- Other key stakeholders relevant to the designated areas of responsibility

General Requirements

- The post holder will be required to work with a high degree of autonomy and must be able to work with minimal supervision
- The post holder will be required to travel extensively across the UK
- Work will require frequent concentration in the development of business cases, proposals and responding to tenders. There will be a high level of unpredictable client interruptions which may require the post holder's immediate attention
- The post holder will be required to handle large volumes of electronic data and email communication on a daily basis
- This post will have access to in-depth knowledge of a range of highly sensitive, confidential and contentious data and information requiring complete confidentiality and discretion at all times
- Requirement for substantial VDU work and extensive travel throughout the geographical area and more widely

Preferred Person Specification

Criteria	Essential	Desirable
Education and Qualifications		
Degree and/or management qualification or equivalent demonstrable senior managerial knowledge and experience	X	
MSc or equivalent post graduate management qualification with expertise across leadership and management or equivalent demonstrable managerial knowledge and experience		X
Evidence of continuing ongoing professional development.	X	
Knowledge		
Strong knowledge and understanding of workforce development issues faced by employers within the health and/or justice sectors	X	
Current knowledge of skills development policies as these relate to the health and/or justice sectors	X	
Knowledge and understanding of standing financial instructions in the preparation of bids and proposals		X
Understanding of the commercial requirements of a business and how these translate into selling behaviour	X	
Experiences		
Experience of effective negotiation to deliver mutually profitable solutions	X	
Experience of writing and preparing proposal/tender documentation	X	
Experience of delivering tender response proposals and the creation and delivery of presentation materials at panels or other selection formats	X	
Experience of developing and delivering against short and medium-long term business development plans	X	
Experience of business development and delivery within in the Public Sector	X	
Experience of handling complex business/ commercial and 'in confidence'/sensitive information both internally and externally	X	
Significant experience and a track record of effective relationship building and management with stakeholders and or others preferably at national and geographical levels	X	
Experience of delivering successfully in a complex and changing business environment with deadlines and potentially conflicting and competing demands	X	
Experience in the development, delivery and management of consultancy/research/quality assurance services	X	
Skills and Abilities		
Excellent communication and presentation skills with the ability to articulate a clear vision and present appropriate and well-structured arguments	X	
Well-developed influencing, negotiation and mediation skills, demonstrating the ability to overcome objections, resolve differences and arrive at agreements	X	
Ability to manage budgets/resources in compliance with financial controls.	X	
Well-developed consultancy skills, with an ability to acquire an understanding of clients' workforce issues and relate that to WDT products and services	X	
Ability to synthesise innovative solutions and ideas to address potential business opportunities.	X	
Well-developed team working skills.	X	
Ability to work autonomously and proactively to deliver an agreed plan of action	X	
Advanced keyboard user and ability to work with MS Office	X	
Other		
Able to undertake extensive travel across the geographical area and to be mobile across the UK	X	



Job Description Completion

Name	Jonathon Czul
Job Title	Head of Consultancy and Research
Date	02/01/2024

All job descriptions are subject to review. All post holders are expected to be flexible and prepared to carry out any similar or related duties that do not fall within the work outlined. The line manager, in consultation with the post holder will undertake any review.

Safeguarding

The Workforce Development Trust Ltd are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expect all employees to share this commitment.

Equal Opportunities

The Workforce Development Trust Ltd are committed to eliminating unlawful discrimination and promoting equality of opportunity. Every employee has a personal responsibility to:

- Ensure their behavior is not discriminatory
- Does not cause offence
- To challenge the inappropriate behaviours of others
- Adhere to the Equal Opportunities policy

Health and Safety

Under the provisions contained in the Health and Safety at Work Act (1974), it is the duty of every employer to:

- Take reasonable care of themselves and for others at work
- To co-operate with The Workforce Development Trust Ltd as far as is necessary to enable them to carry out their legal duty
- Not to intentionally or recklessly interfere with anything provided, including personal protective equipment for Health and Safety or welfare at work

The Workforce Development Trust Ltd will take all reasonable practical steps to ensure your health, safety and welfare whilst at work. If employed, you must familiarise yourself with the Health and Safety policy and Fire Safety rules. It will be your legal duty to take care of your own health as well as that of your colleagues.

Confidentiality

Within this role there will be a need to use or be party to confidential information. The employee may not disclose any information of a confidential nature relating to The Workforce Development Trust Ltd or in respect of which The Workforce Development Trust Ltd has an obligation of confidence to any third party other than where you are obliged to disclose such information in the proper course of your employment or required by law.

The unauthorised use or disclosure of personal information no matter whether in verbal, written, or electronic format, or through negligence, is regarded as misconduct.

Employees are expected to act with integrity both inside and outside the work place.

Data Protection

If you apply for a position with the Workforce Development Trust, we will use the information you provide to assist in the recruitment and selection process. Under GDPR, the general information that you supply about yourself is known as your personal data and information about any criminal convictions, ethnic origin and health, amongst other things, is referred to as 'sensitive personal data'.

The Workforce Development Trust takes the security of your data seriously, and will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Workforce Development Trust will then share your data with former employers to obtain references for you, employment



background check providers to obtain necessary background checks and, where necessary, the Disclosure and Barring Service to obtain necessary criminal records checks. The Company has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Workforce Development Trust to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Workforce Development Trust may also need to process data from job applicants to respond to and defend against legal claims.

Your information may be shared internally for the purposes of the recruitment exercise. This includes members of the HR team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is deemed necessary. We will hold details of all applicants until the post applied for is filled. After which, if the candidate is unsuccessful, all documents held will be confidentially disposed of, both electronically and physically. Data will not be held for any longer 3 months of receiving an application. At the end of that period, your data will be deleted or destroyed. If you wish for your data to be destroyed before this period, you may contact the HR department and request for your data to be deleted. If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment.

Other Employment

You may not without prior permission in writing of The Workforce Development Trust Ltd, be employed or otherwise engaged in any other business, trade or profession, either directly or indirectly in any capacity whatsoever.