



**The
Workforce
Development
Trust**

Senior Client Manager

Job description

Job Title	Senior Client Manager
Department	Consultancy and Research
Reports to	Laura Schell, Principal Client Solutions
Location	Bristol Office, with hybrid working available
Pay Scale	£60 - £65k
Contract	Permanent
Hours	Full time 37.5 hours per week, 7.5 hours per day

The Workforce Development Trust

The Workforce Development Trust (WDT) 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 five brands; Skills for Health, Skills for Justice, SFJ Awards, iCQ Awards and People 1st International, which deliver specialist, targeted skills interventions to support a variety of frontline public services

Job summary

As part of The WDT, our Consultancy and Research (C&R) division exists to create lasting, measurable impact for the clients and sectors we serve, through our brands Skills for Health, Skills for Justice and The WDT. Guided by the Trust's overarching vision (to support the development of a competent, resilient and effective workforce that delivers better outcomes for the public) we integrate professionalism with purpose to deliver change that matters.

In C&R, we firmly believe lasting impact comes not just from *what* we deliver, but *how* we work with our clients and colleagues - with passion, innovation, respect, and integrity. We commit to combining consultancy subject matter expertise with mission-driven values, to create meaningful change across the health and care workforce.

We're looking for a Senior Client Manager to join Skills for Health and take the lead on some of our high-impact health accounts, including large NHS Trusts, Integrated Care Systems/Boards, and influential health organisations. This is your opportunity to help

drive sustainable change across the UK health and care system, shaping the future of NHS workforce strategy and service delivery.

Skills for Health is a respected not-for-profit with strong Sector Skills Council heritage. Within Skills for Health, we combine a business-minded approach with a charitable focus, offering you the chance to contribute to meaningful healthcare improvements, whilst leveraging the strong existing reputation of a well-established, trusted national brand.

You'll be joining a cause-driven business development team working on strategic, high-profile projects that have a direct and lasting impact on patient outcomes and workforce sustainability. This role provides a unique opportunity to operate at the intersection of consultancy, innovation, and strategic influence, designing bold and future-proof solutions for the sectors workforce challenges.

You will lead and manage strategic client partnerships and engagements, and be seen as a trusted partner, working closely with senior health stakeholders to maximise value, demonstrate clear return on investment, and embed meaningful, system-wide change.

To thrive in this role, you'll bring:

- Over six years' experience in consultative sales or strategic account management, ideally within complex, high-value health environments
- A strong existing network within the NHS and a deep understanding of how the health and care landscape operate
- A clear vision for how innovative consultancy can enable sustainable improvements across the workforce and wider system.

In return, we'll empower you to lead with confidence to deliver high-impact solutions that transform services and create long-term value. You'll be part of a team that values ambitious thinking, creative problem-solving, and measurable impact, working in a fast-moving, purpose-driven environment where new ideas are encouraged and your contribution truly matters.

Key responsibilities

Strategic Business Development

- Develop and implement robust, regionally and sectoral aligned business development plans in line with strategic objectives.
- Identify, qualify, and convert new business opportunities into secure high value contracts, to deliver against pipeline and revenue targets.
- Record, manage, and report on prospects, leads, and outcomes using internal CRM systems.

- Lead the end-to-end business development process, including scoping, bid writing, and presenting commercially viable proposals and tenders, drawing on internal subject matter experts.
- Lead or contribute to marketing, stakeholder events, and external engagement strategies to promote our products and services to key clients and system influencers.
- Co-ordinate input and join up across business development, delivery and enabling services teams.

Client & Strategic Relationship Management

- Establish and maintain trust-based relationships with NHS and wider health sector stakeholders across the UK.
- Leverage your existing NHS network to uncover and expand strategic opportunities, quickly building credibility and rapport.
- Take a lead role in cultivating relationships with employers, commissioning bodies, and other decision-makers, offering expert insight aligned to their workforce needs.
- Ensure client satisfaction, engagement, and retention, proactively managing risks, supporting resolution of delivery issues, and identifying opportunities for value-added services or new commissions.

Strategic Account Leadership

- Lead the strategic oversight and account planning of complex, high-value client relationships with a focus on long-term impact and revenue growth.
- Collaborate with delivery teams to design and deliver custom, high-end consultancy workforce solutions.
- Manage forecasting, pipelines, and reporting with a high degree of accuracy, ownership, and transparency, ensuring alignment with performance targets and KPIs.

Consultative Selling & Tendering

- Lead the preparation and submission of high-quality bids, tenders, and business proposals, ensuring alignment with client needs and WDT / C&R strategic goals.
- Support or lead negotiations, secure commercial agreements, and prepare internal business cases.
- Represent the Trust in partnership bids and manage the relationship and coordination with co-bidder organisations
- Capture feedback from successful and unsuccessful bids to support continuous improvement and inform future strategies.

Innovation, Insight & Influence

- Continuously horizon scan to identify emerging workforce trends, strategic challenges and policy developments affecting our clients and sectors.
- Provide clients with insightful, forward-looking advice, helping them make informed decisions about their workforce strategies.
- Act as a feedback loop between clients and internal stakeholders, helping to continually shape and improve our offer and positioning.
- Encourage innovation and creativity in how we engage with clients and solve problems to deliver sustainable results.

General Requirements

- Uphold all corporate standards, policies and procedures, including those related to financial governance, confidentiality, and data protection.
- Represent the organisation as an ambassador, promoting our mission and services with professionalism and passion
- High degree of autonomy and ability to work independently with minimal supervision.
- Regular travel across the UK will be required.
- Ability to manage complex workloads and competing priorities, including developing proposals, responding to tenders, and handling client-facing responsibilities.
- High level of discretion and professionalism when handling confidential, sensitive, and commercially significant information.

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	
MSP / PRINCE2 / AGILE		X

Knowledge		
Strong knowledge and understanding of workforce development issues faced by employers within the health sectors	X	
Current knowledge of skills development policies as these relate to the health sector	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	Laura Schell
Job title	Principal Client Solutions
Department	Consultancy and Research
Date	21 st August 2025

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 behaviour 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 workplace.

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'.

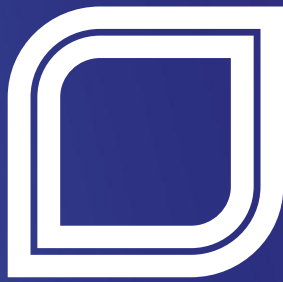
The Workforce Development Trust takes the security of your data seriously, and will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Workforce Development Trust will then share your data with former employers to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



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