

Role Profile & Specification

Title	Business Development Manager
Reporting to	Service Development Director
Job Purpose	The Business Development Manager will play a pivotal role in driving Avalon's growth, innovation, and sustainability. Working closely with operational colleagues and senior leadership team, you will identify and develop new opportunities, lead tender and bid activity, and manage key stakeholder relationships. You will also ensure the smooth mobilisation of new services and help strengthen Avalon's position as a leading provider of high quality, community-based care.
Key Responsibilities	
Growth & Market Development	• Identify, evaluate, and pursue new business opportunities in line with Avalon's strategic priorities. • Analyse market trends and commissioning intentions to shape future service models. • Develop creative, values-based proposals that meet the evolving needs of people and commissioners. • Contribute to Avalon's strategic planning, ensuring growth aligns with our mission and sustainability goals.
Tender & Bid Management	• Lead the full lifecycle of tenders and bids — from opportunity scanning to submission. • Coordinate contributions from operational, finance, and quality teams to create compelling, accurate bids. • Maintain an up-to-date library of evidence, case studies, and organisational content to support bid efficiency. • Ensure all submissions reflect Avalon's person-centred approach and commitment to high-quality outcomes.
Service Mobilisation	• Oversee the successful mobilisation of new contracts and services, ensuring smooth transitions for people supported and staff. • Develop mobilisation plans with clear timelines, milestones, and risk management strategies. • Collaborate with operational leaders to ensure readiness, quality, and compliance with CQC and contractual standards.
Key Account Management & Partnerships	• Build and maintain strong relationships with commissioners, local authorities, ICBs, housing partners, and other stakeholders. • Act as a trusted partner to commissioners, understanding their challenges and co-designing innovative solutions. • Support the management and renewal of existing contracts, ensuring excellent performance and satisfaction. • Represent Avalon at meetings, networking events, and sector forums to raise our profile and influence positive change.

Performance & Reporting	• Track, analyse, and report on pipeline activity, success rates, and financial outcomes. • Contribute to board and executive reports with clear insights on growth performance. • Ensure all activity complies with relevant legal, contractual, and ethical standards.
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Role Specific Competencies	
Strategic Thinking	Sees the bigger picture and aligns business development activity with Avalon's long-term vision and values.
Commercial Acumen	Understands financial models, risk, and sustainability in a charitable care environment; balances mission with growth.
Influencing & Relationship Building	Builds trust with commissioners, partners, and colleagues through authenticity, credibility, and collaboration.
Communication Excellence	Writes and speaks with clarity, purpose, and warmth — able to tailor messages for diverse audiences.
Innovation & Creativity	Brings new ideas, approaches, and solutions that add value to people supported and strengthen Avalon's offer.
Project Leadership	Plans, coordinates, and delivers complex projects (such as tender submissions or service mobilisations) on time and to quality standards.
Results Orientation	Sets clear goals and drives progress, while maintaining a compassionate, values-based approach.
Adaptability & Resilience	Thrives in a dynamic environment, managing multiple priorities and deadlines with composure and focus.
Collaborative Working	Works across teams and disciplines to achieve shared goals, promoting inclusion and shared ownership.
Ethical & Values-Led Practice	Acts with integrity, transparency, and respect, ensuring all actions reflect Avalon's person-centred ethos.

Our Values • We are kind and respectful to everyone • We are honest and trustworthy • We are always learning and developing • We are inclusive; everyone has a voice • We work in partnership with our communities

Core Competencies	
Communicate well	▪ Listens to others ▪ Asks relevant & pertinent questions ▪ Communicates in a clear & concise way ▪ Effectively uses a range of communication tools & techniques ▪ Keeps accurate, objective & clear records
A positive & practical approach to work	▪ Tackles things in a direct & orderly manner ▪ Can be depended upon to get things right ▪ Able to prioritise tasks & manage workload ▪ Reliable under pressure
Work well with other people	▪ Earns the respect of others ▪ Shows respect for the views & actions of others ▪ Builds & maintains mutually beneficial relationships ▪ Motivates self & others ▪ Facilitate customer participation ▪ Promote inclusion ▪ Drive customer engagement
Able to respond to & solve problems	▪ Plans ahead ▪ Tackles issues voluntarily & positively ▪ Able to identify the cause & not just the symptoms of problems ▪ Able to anticipate problems & develop solutions in advance ▪ Solves problems in a calm, direct & organised manner ▪ Helps other people with problems
Able to innovate & have new ideas	▪ Full of ideas which provide fresh insight & broader perspectives ▪ Responds positively to change ▪ Self- motivated

Person Specification

Post Title	Business Development Manager	
	Essential	Desirable
Qualifications		
Relevant qualification in business, social care, or project management.		✓
Access to own transport that can be used for work purposes, with a full valid licence	✓	
Knowledge and understanding		
Knowledge of Shared Lives, supported living, or other community-based support models.		✓
Knowledge of relevant legislation and standards within the sector particularly The Care Act, Health & Social Care Act, CQC Fundamental Standards, KLOEs	✓	
Knowledge of Health and Safety legislation at management level	✓	
Strong understanding of adult social care commissioning, funding, and partnership frameworks.	✓	
Experience		
Experience of working within social care at an operational management level	✓	
Project management capability with experience leading cross-functional initiatives to tight deadlines	✓	
Proven experience in business development, tender management, or commissioning within social care or the voluntary sector.	✓	
Experience mobilising new services or managing change programmes.		✓
Competencies & Behaviours		
Strong relationship management skills and the ability to influence a wide range of stakeholders.	✓	
Excellent written communication skills, with a track record of producing winning bids or funding proposals.	✓	
Proficient IT User	✓	
Personal Attributes		
Values-driven approach with a genuine passion for improving lives through person-centred care.	✓	
Requirement to attend/represent Avalon Group at meetings and events outside of normal working hours.	✓	
Assertive and confident with the ability to initiate action when required	✓	
Is able to travel to a number of locations as and when required.	✓	
Commitment to Avalon Group's vision, mission and values.	✓	