



Candidate Brief



CLIENT:	GS Plus Ltd
ROLE:	Head of Finance & Business Development
PENNA CONSULTANT:	Andrew Tromans – 07805 226301 / andrew.tromans@penna.com



Contents

1. Advert
2. Structure Chart
3. Role Profile
4. How To Apply





Head of Finance & Business Development

Salary £81,285 - £86,344 | Based in Greenwich with hybrid working available

Are you a commercially-minded finance leader ready to shape the future of a growing, values-led organisation?

The Role

Greenwich Service Plus Ltd (GSP) is a commercial provider of bespoke, high-quality service solutions for businesses and schools, delivering everything from ICT and facilities management to integrated services and fleet maintenance. Owned by the Royal Borough of Greenwich, GSP is committed to making a meaningful difference to the working lives of its customers and the wider community.

They are now seeking a Head of Finance & Business Development to play a pivotal role in driving their financial strategy and supporting sustainable business growth. This is a unique opportunity to join the senior leadership team of a dynamic and ambitious organisation with a strong social purpose.

Reporting to the Chief Operations Officer, you will lead both the financial and business development functions across GSP and its partner company GSS. This is a high-impact role, combining strategic financial leadership with strong commercial acumen to support the long-term success and growth of the organisation.

Alongside responsibility for robust financial governance, budgeting, forecasting, and compliance, you will also drive commercial planning, identify new income streams, shape business development strategies, and provide clear, data-driven insights to support Board-level decision-making.

Candidates

This role calls for an experienced, qualified finance professional (CIPFA, ACCA, CIMA or equivalent) who brings:

- Strong strategic and commercial thinking, with the ability to drive sustainable growth.
- Experience in financial leadership roles, either from the commercial or public sectors.
- The ability to work confidently with boards, auditors, and external stakeholders.
- Excellent leadership skills, capable of mentoring teams and fostering innovation.
- A proactive, collaborative, and forward-thinking approach.

This is an ideal opportunity for a finance leader looking to broaden their impact, contribute to a meaningful organisation, and help shape a progressive, customer-focused business.

Why GSP?

GSP is a dynamic organisation with a clear vision for growth, innovation, and social value, and a culture that champions collaboration and new ideas. Their services are trusted by the communities they serve, and their success is built on the dedication and capability of their people. This role offers an inclusive, supportive, and flexible working environment, alongside a competitive salary and a strong focus on personal and professional development.

Next Steps

If you are ready to take on a new leadership challenge with a values-led organisation, we'd love to hear from you.

For an informal and confidential discussion, please contact:

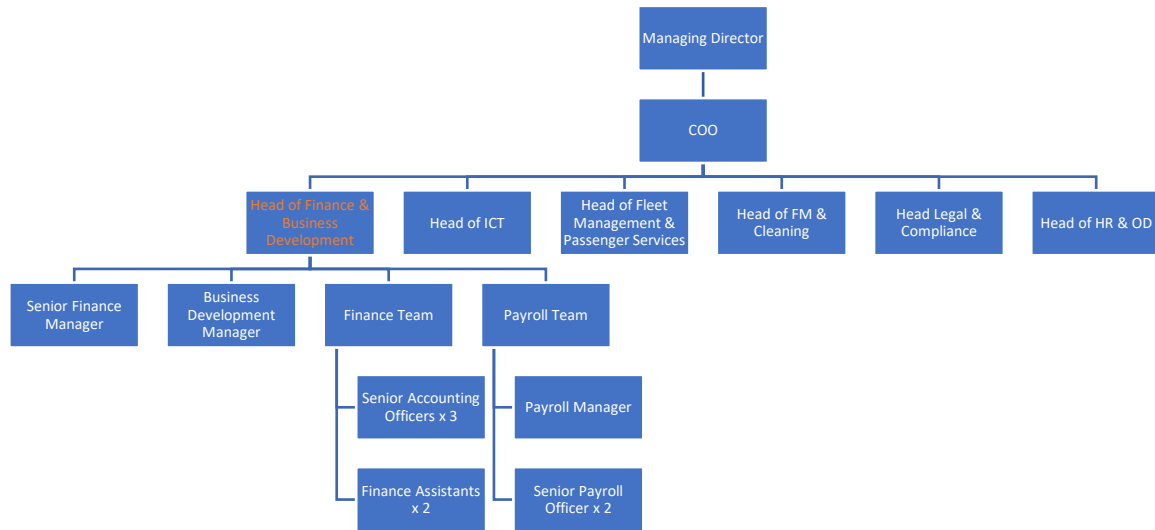
- Andrew Tromans – 07805 226301 / Andrew.Tromans@Penna.com
- Carol Coyle – 07500 887849 / Carol.Coyle@Penna.com

Closing Date: Sunday, 27th April 2025

GSP is an equal opportunities employer, welcoming applications from all backgrounds and communities.



Organisation Chart





Role Profile

Job Description

Job Title:	Head of Finance & Business Development
Section:	Finance & Business Development
Grade:	PO10
Salary:	£81,285 – £86,344
Reporting to:	Chief Operations Manager
Responsible for:	Senior Finance Manager, Finance Team, Payroll Team, Business Development Manager

Job Purpose:

The Head of Finance & Business Development is responsible for shaping and executing the company's financial and business development functions and strategies. This role requires strong financial management skills, a commercial mindset, and to be able to demonstrate strategic leadership with good interpersonal skills across a wide range of stakeholders to drive sustainable growth and operational efficiency.

The postholder must be actively involved in, and able to bring influence to bear on, all material business decisions that affect the company's finances and business development opportunities, where risks are fully considered and aligned with financial strategies.

Accountabilities/Responsibilities

1. Lead financial and business development functions and ensure statutory compliance and business growth.
2. Develop and implement the companies' financial strategy, ensuring alignment with corporate goals and long-term sustainability.
3. To be responsible for assessing financial risks and opportunities, support strategic decision-making, and ensure financial resources are allocated effectively to achieve business objectives.
4. Lead the budgeting, forecasting, and financial modelling processes, ensuring financial plans are robust, data-driven, and provide clear insights to inform executive-level decision-making, including preparing and presenting board reports and assisting in the preparation of periodic reports, as required, to the company shareholder/guarantor.
5. Ensure accurate financial reporting, consult with external auditors, and oversee the timely submission of statutory accounts. Apply strong financial governance to maintain compliance with financial regulations, accounting standards, and internal policies.
6. Manage internal and external audit processes, ensuring transparency, compliance, and adherence to financial and ethical best practices.
7. Ensure the companies meet all tax obligations and financial disclosure requirements while embedding a culture of accountability and transparency across financial operations.
8. Oversee financial risk assessments and ensure appropriate mitigation strategies are in place. This includes maintaining awareness of and managing exposure to market volatility, credit risk, and operational financial risks that could impact the stability of each company.
9. Maintain strong cash flow management, overseeing working capital, debt control, surplus cash investment and financial liquidity to safeguard financial health.
10. Develop and implement strategies to optimise cash flow, ensuring operational stability and the ability to invest in business growth.



11. Identify and capitalise on new revenue opportunities, including securing contracts, tendering for business, and exploring innovative service offerings. Ensure commercial opportunities align with the companies' ethical capabilities and strategic vision.
12. Lead and produce coordinated business plan, marketing plan and any other corporate strategies.
13. Conduct ongoing market research, assess industry trends, competitor activities, and customer needs to identify new business opportunities. Develop pricing strategies and service enhancements to maintain competitiveness and business returns.
14. Oversee the development of commercial strategies, ensuring that tenders and contract negotiations are commercially viable and profitable.
15. To be directly responsible for the Finance and Business Development Managers, providing mentorship and development to the finance, payroll, and business development teams, ensuring they team members have the necessary skills and strategic direction needed to drive performance. Fostering a culture of collaboration, innovation, and continuous improvement within the teams, aligning their objectives with organisational goals.
16. Build and maintain strong relationships with key stakeholders, including clients, suppliers, auditors, directors and shareholder representatives and financial institutions. Ensure commercial partnerships are beneficial and aligned with the companies' objectives.
17. To play a key role in helping to shape the future direction of the companies, ensuring growth initiatives are financially viable, strategically sound, and contribute to the long-term success of the organisation.
18. To perform all duties with due regard to the Health & Safety requirements and regulations, the Equal Opportunities policies, GDPR guidelines, New Technology agreement, Customer Care Policy, and Quality Assurance initiatives,
19. To undertake any other ad hoc duties that may be required and that are commensurate with the level and responsibilities of the post.

Person Specification

Education and Training	Essential or Desirable
A recognised accountancy qualification (e.g., ACA, ACCA, CIMA, CIPFA).	E
A degree or equivalent qualification / experience.	E

Experience	Essential / Desirable
Significant experience in senior financial leadership roles, including financial strategy, risk management, and governance.	E
Proven experience in business development, securing new revenue opportunities, and driving commercial growth.	E
Experience in preparing and presenting financial reports to senior stakeholders, including boards and shareholders.	E
Experience in contract tendering, negotiation, and commercial strategy.	D
Experience of managing audits, tax obligations, and statutory financial compliance.	E

Skills / Abilities / Attitudes	Essential / Desirable
Strong financial management skills, including financial planning, risk assessment, and compliance.	E



Commercial acumen with the ability to identify and capitalise on new business opportunities.	E
Strategic thinking with the ability to align financial planning with corporate objectives.	E
Excellent interpersonal and stakeholder management skills, with the ability to influence and negotiate at all levels.	E
Knowledge of financial governance frameworks, statutory requirements, and best practices.	E
Strong analytical abilities to troubleshoot complex issues and implement effective solutions with attention to detail.	E
Understanding of market research, competitor analysis, and industry trends to support business development.	D
Knowledge of contract management, procurement regulations, and tendering processes.	D
Demonstrated ability to lead, mentor, and develop teams.	E

Other requirements	Essential / Desirable
Commitment to equality, diversity, and inclusion principles.	E
Understanding and adherence to GDPR, health & safety, and quality assurance policies.	E



How To Apply

This guidance contains important information to help with your application:

- Please apply by submitting a CV and Cover Letter (no more than four sides of A4 in length per document aligned to the person specification). Please also include your contact details.
- Please ensure your full employment history is outlined in your CV; where there are essential criteria, competencies and/or qualifications please make clear how you meet these. We may wish to verify this information during the recruitment process.
- Please provide the details of two referees. Note that we will only approach referees for candidates proceeding to final selection and only with your permission. Please clearly indicate whether we can approach each referee before the selection date.
- Please share with us in your Cover Letter the values and behaviours that you bring to your leadership, and how you will transfer your skills and experience into this role.
- Please complete the Equal Opportunities Monitoring Form when you upload your details.
- Please return your application by the closing date – no applications will be accepted once the long listing process has begun.
- Following long listing, you will be contacted directly by a Penna consultant to update you on the status of your application.
- Asking for adjustments – we're committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to consider doing anything differently during the application, interview, or assessment process, including providing information in an alternative format, please contact us,

Please note the key dates in the recruitment process:

Closing Date	Sunday, 27 th April 2025
Shortlisting meeting (Candidates are not required to attend)	w/c Monday, 28 th April 2025
Final Interviews (in person)	w/c Monday, 5 th May 2025

Please contact Andrew Tromans on 07805 226301 for a confidential discussion or for any information, insight or guidance about either the role or recruitment process.

To apply for this role, please visit the following link to upload your CV and Cover Letter:

<https://execroles.penna.com>