



Candidate Brief



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



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Business Development Manager

Salary £41,374 - £44,259 | Based in Thamesmead with hybrid working available

Are you a commercially driven professional with a passion for relationships, growth and innovation?

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 looking to appoint a Business Development Manager into a newly-created role to drive revenue growth, secure new opportunities, and shape commercial strategy. This is a unique opportunity to join a forward-thinking company where you'll deliver impact through sustainable business development.

Reporting to the Head of Finance & Business Development, you will lead on identifying, securing, and managing new commercial opportunities, developing strategic partnerships, and shaping corporate and marketing strategies that position the business for long-term, sustainable success.

Candidates

This role calls for an ambitious, commercially minded individual with:

- A track record in business development, sales, or relationship / account management.
- The ability to secure contracts, manage tendering processes, and engage stakeholders.
- An understanding of public sector frameworks and compliance requirements.
- Good communication skills, and a results-driven approach.
- The ability to influence, lead projects, and work collaboratively across teams.

Whether you bring experience from the private or public sector, this is a fantastic opportunity to make your mark in an organisation that values innovation, growth, and social impact.

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:

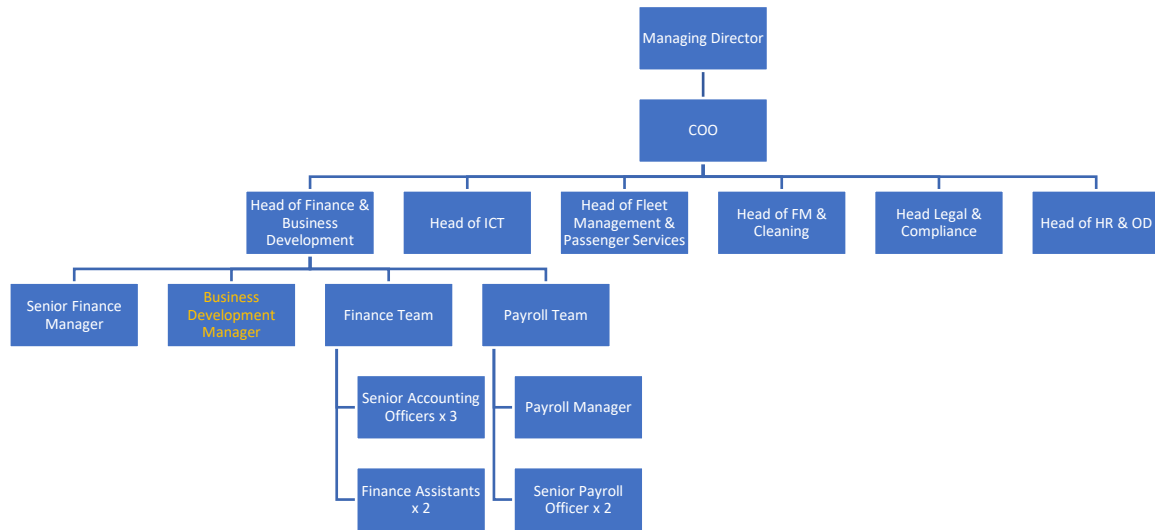
- Andrew Tromans – 07805 226301 / Andrew.Tromans@Penna.com
- Kelly Ridley – 07709 512415 / Kelly.Ridley@penna.com

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:	Business Development Manager
Section:	Finance & Business Development
Grade:	PO2
Salary:	£41,374 - £44,259
Reporting to:	Head of Finance & Business Development

Job Purpose:

The Business Development Manager will be responsible for identifying, securing, and managing commercial opportunities across two companies, one operating within a regulated framework and the other with greater commercial flexibility. The role requires balancing strategic growth initiatives while ensuring compliance with public sector regulations for the regulated company and actively driving business expansion for the commercial entity in legally permissible markets. The postholder will work closely with internal teams and external stakeholders to maximise revenue opportunities while maintaining full regulatory compliance. The postholder will also collaborate with key stakeholders to develop and maintain corporate strategies that support cohesive business positioning, including the business plan, marketing plan, and related strategic initiatives.

Accountabilities / Responsibilities

1. Identify and pursue commercial business opportunities within the non-regulated framework, including securing new contracts, tendering, and forming strategic partnerships to drive sustainable revenue growth.
2. Develop and implement commercial strategies that align with each companies' long-term objectives while ensuring compliance with relevant regulations.
3. Explore innovative service offerings to drive profitability and expansion where commercially viable, while optimising efficiencies and value-added services within the regulated structure.
4. Monitor market trends, conduct research, and assess industry activities and customer needs to identify business growth opportunities within each companies permitted scope.
5. Collaborate with key stakeholders to develop corporate strategies that strengthen business positioning, including the business plan, marketing plan, and other strategic initiatives.
6. Work with relevant teams to ensure proactive marketing efforts that enhance brand value and drive market share growth.
7. Develop commercial models and pricing strategies that ensure sustainable and profitable growth for revenue-generating activities, while maintaining financial efficiency across operations.
8. Ensure all business growth initiatives comply with regulatory and procurement restrictions, maximising opportunities within the allowable framework.
9. Work within the companies' governance structure to develop strategic partnerships that support business objectives without breaching compliance rules.
10. Support the development of business and marketing plans to ensure alignment with each company's operational and commercial strategies.
11. Work closely with senior management and internal teams (finance, legal, operations) to align business development initiatives with policies, governance, and market positioning.



12. Effectively manage up to five staff as allocated, ensuring performance, development, and engagement aligns with business objectives while adhering to the companies' policies, procedures, and regulatory requirements.
13. Establish and maintain strategic relationships with key clients, suppliers, and partners to drive business opportunities while ensuring compliance with operational constraints.
14. Represent the companies in commercial negotiations, industry forums, and stakeholder meetings, balancing regulatory obligations with business growth objectives.
15. Ensure that all commercial activities comply with procurement and financial regulations, mitigating risks while identifying strategic opportunities.
16. 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.
17. 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/Desirable
A degree or equivalent qualification in business, marketing, management, or a related field.	E
Experience or qualifications in digital marketing, data analytics, or strategic management	D
Relevant professional certifications (e.g., CIM, CIPS, PRINCE2) in marketing, procurement, or project management.	D

Experience	Essential/Desirable
Experience in identifying and securing commercial opportunities, including contract management, tendering, and strategic partnerships	E
Demonstrated ability to develop and execute business and marketing plans, including financial forecasting and commercial models.	E
Strong track record in market research, competitive analysis, and leveraging industry trends to inform strategic decision-making.	E
Expertise in contract negotiation, stakeholder management, and business relationship development.	D
Experience managing teams, setting objectives, and driving performance aligned with business goals.	E

Skills/Abilities/Attitudes	Essential/Desirable
Ability to work independently and collaboratively, demonstrating flexibility and adaptability.	E
Customer-focused approach with the ability to build and maintain strong relationships with key stakeholders.	E
Strong analytical skills to interpret market research, competitor analysis, and industry trends for business growth.	E
Knowledge of digital marketing strategies and their application in a commercial setting.	E
Excellent communication, presentation, and negotiation skills, with the ability to influence at all levels.	E
Strategic mindset with the ability to identify and capitalise on new business opportunities.	E
Strong project management and organisational skills, with the ability to manage multiple initiatives simultaneously.	D

Other requirements	Essential/Desirable
Commitment to equality, diversity, and inclusion principles.	E
Willingness to travel as required for business meetings and stakeholder engagements	E
Understanding and adherence to GDPR, health & safety, and quality assurance policies.	E
Valid driving license (if required for travel).	D





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>