

Job Description



Job Title:	Business Engagement Manager
Reports to:	Public Sector Engagement Manager
Grade:	12
Date:	February 2025

1. Job Purpose

The Business Engagement Manager will support the Public Sector Engagement Manager to drive the organisation's engagement and growth strategies in the wider public sector. Reporting to the Public Sector Engagement Manager this role is pivotal in focusing on growth and performance across all public sectors outside of education including Local Authority, Emergency Services, Housing, Central Government Departments, Transport and NHS.

The post-holder will provide advice at a senior stakeholder level and liaise with Directors of Finance, Procurement Directors, Heads of Procurement, Transformation Leads and Chief Executives.

The post-holder will provide coverage at a national level developing new business opportunities of high value across multiple sectors, using all engagement resources to ensure an active and qualified engagement pipeline is maintained and delivered using all available resources.

Key responsibilities include:

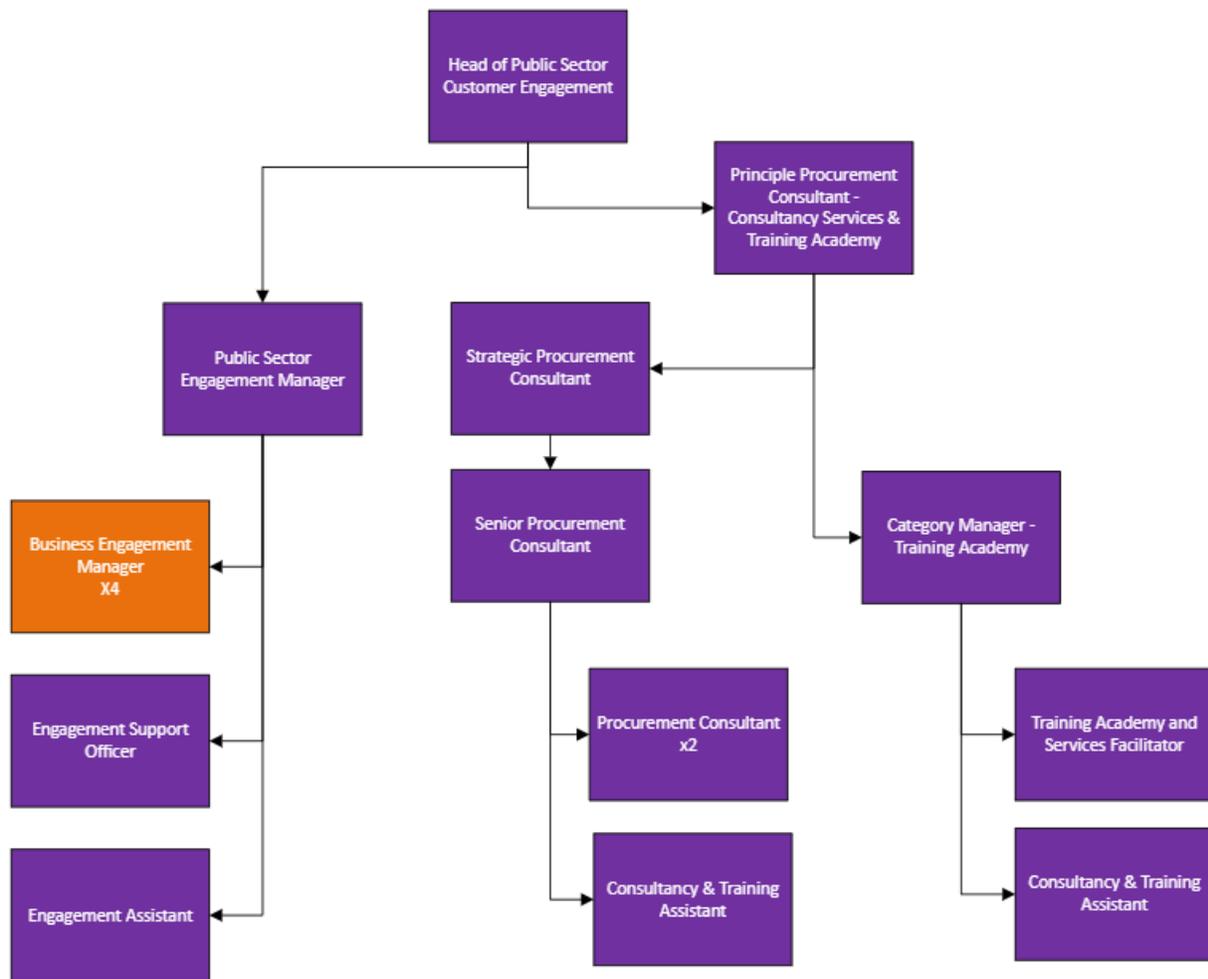
Client Engagement Strategy: Develop a key client engagement strategy for public sector customers to create effective SLAs that meet their needs in collaboration, policy and process compliance, service delivery, savings, and efficiency targets.

Business Development: Responsible for developing business opportunities into new and existing customers and markets whilst driving Brand awareness of the entire YPO offer to nurture, develop, and build further growth and diversification.

Support and Advice: Provide effective support and advice on a wide range of products and services, offering expert guidance on where customers can gain better value through procurement, leading to increased savings for the customer and income generation for YPO.

Team Support: Provide guidance and support to Engagement Support Officers and Engagement Assistant roles as required and provide coaching and mentoring as required.

2. Organisational Structure



3. Dimensions

Responsible for providing support, advice and guidance to the customer base nationally.

Responsible for collaborating with customers to develop innovative solutions of varying complexity utilising internal support and expertise.

Understanding of multiple public sector markets and using commercial judgement to formulate a competitive/value for money commercial proposition for the customer whilst still looking to achieve YPO's revenue and profitability targets.

The need to act with pace and agility to ensure that market opportunities are fully exploited and to generate solutions in the required timescales for customers.

To build an understanding of customer organisations, being sensitive to and working compliantly with their policies and procedures.

Work with the Business Intelligence and Data teams to develop appropriate reports for both internal and external use.

No budget accountability but contributes to:

- YPO relationships with all public organisations across the UK. Sectors include Local Authority, Police, NHS, Central Government, Fire, Ambulance and Housing.
- Offer of 100+ frameworks, bespoke consultancy, and training services and 30,000+ products.
- Contribute to total Public Sector income of £10-12m.

Line Management: 2 x direct reports.

4. Principal Accountabilities

Customer Engagement

- **Introduce New Customers:** Work with YPO's Category Teams to introduce new customers to YPO arrangements and provide feedback to improve future procurement strategies.
- **Customer Support:** Provide information on YPO arrangements and assist with the onboarding process to help customers achieve savings and efficiency targets.
- **Existing Customers:** Engage and manage specific accounts, capturing their requirements and ensuring their commercial requirements are met within YPO.
- **Value Options:** Offer expert and impartial advice on the best value options available.
- **Innovation:** Provide constructive challenges to existing ways of operating and work with customers and internal stakeholders to develop innovative alternatives.
- **Bespoke Procurement:** Deliver and execute bespoke procurement activities as required by liaising with the Consultancy and Training team.
- **Collaborative Engagement:** Engage collaboratively with other organisations to deliver benefits for customers.

Internal Engagement and Support

- **Wider Team Engagement:** Engage with the wider procurement services team to drive maximum benefit from internal expertise and knowledge, ensuring cohesive procurement solutions.
- **Support to YPO Teams:** Provide support to wider YPO teams, demonstrating effective participation, teamwork, communication, and staff motivation.

Market and Business Development

- **Market Trends:** Monitor, assess, and respond to business and market trends to ensure YPO continues to develop solutions and services for customer sectors.
- **Information Systems:** Develop and provide data on existing and potential customers, identifying opportunities for new sales and tracking major opportunities.
- **Customer Feedback:** Act on customer feedback to measure satisfaction with YPO products and services.
- **Commercial Strategy:** Contribute to the development of YPO's commercial strategy, particularly in relation to business development objectives.
- **Procurement and Commercial Meetings:** Attend and contribute to procurement and commercial team meetings.

Compliance and Governance

- **Professional Standards:** Ensure services are delivered in line with good professional standards, corporate governance, relevant legislation, YPO objectives, and policies, including those relating to Equality and Diversity, Customer Care, and Health and Safety.
- **Other Duties:** Undertake other duties as required that reasonably fall within the scope and grade of the post.

5. Planning and Organising

- Support growth and engagement strategies in line with the business plan and targets.
- Maintain an effective account management methodology and operational plans to ensure customer satisfaction, retention and drive growth.

- Stakeholder Engagement – build and maintain positive relationships with key external stakeholders. Maintain a regime of quarterly review meetings via Teams or face to face contact.
- Robust Reporting/Data - Produce review packs for each quarterly meeting, including all relevant spend data reporting as required.
- Collaboration for Success - Collaborate extensively with internal stakeholders across the organisation to ensure the delivery of wider organisational objectives and customer requirements.
- Ensure full utilisation of the YPO CRM to ensure effective monitoring of leads and maintenance of key contacts details.
- The role-holders will develop and maintain key documentation such as accounts plans, action plans, key contact lists and time tracking records.
- The role-holders will need to plan and organise their time and workload to ensure that customer demands are prioritised effectively.
- Provide updates to YPO management as required including preparation and presenting at appropriate forums.

6. Decision Making

- With support from the Public Sector Engagement Manager make decisions on effective business development/revenue opportunities to ensure commercial objectives are met.
- Make decisions in respect of the account development plan for each allocated customer, identifying new opportunities and business development.
- Make decisions regarding the information and data relevant to each customer account to ensure both commercial targets and customer expectations are met.
- Support decisions on effective people management, resource deployment and engagement management techniques to ensure commercial objectives are met.
- Support decision making on potential opportunities in line with commercial targets including services and supplies. This will include making decisions around key commercial opportunities.

7. Internal and External Relationships

1. CEOs, Directors, Heads of Finance and Procurement, procurement teams and end users.
2. Directors and senior officers within YPO.
3. Head of Public Sector Customer Engagement, and wider Procurement Services and Trading Teams.
4. The customer's staff members, service providers and wider stakeholders.

5. Government Departments, Public bodies, Purchasing institutions, Suppliers, Customers.

8. Knowledge, Skills, and Experience

Area	Essential	Desirable	Assessment
Knowledge			
Good understanding of how the public sector works and the current social, economic, legislative, and political environment.	x		AF/I
Strong business development skills with a relevant degree together with professional or management qualification (e.g., MCIPS, MBA, etc.) or equivalent experience	x		AF/I
An up-to-date knowledge of the Public Contracts Regulations 2015 (as amended) and Procurement Act 2023, and how they can be used to procure best value products and services for the customer.	x		I
Good commercial knowledge with a focus on revenue and profit		x	AF/I
Expertise in procuring and managing a range of categories that are typical to a YPO customer.		x	I
Skills			
Well-developed team working skills that foster a positive and motivated organisational culture.	x		I
Effective people skills, with the ability to communicate with appropriate audiences.	x		AF/I
Good analytical and reporting skills, enabling the analysis and interpretation of information from various sources in a timely manner.	x		AF/I
Results driven with the ability to convert opportunities to new business.	x		I
Good account management, planning and organisational skills.	x		I
Experience			
Experience of working to defined budgets and financial targets.	x		AF/I
Experience of working in a public sector procurement environment.	x		AF/I
Extensive stakeholder management experience, including negotiation and collaboration with a diverse range of stakeholders, both internal and external.	x		I

Experience of working for a public sector body or membership organisation		x	l
Proven experience in the development and execution of sales strategies, including the ability to demonstrate the impact of these strategies on business growth and performance.		x	l

9. Special Features

National travel and overnight stays are key features of this role. There will be a requirement to work outside of normal office hours.

The role requires adherence to tight working deadlines and a flexible approach to managing projects and information.

Jobholder Signature:

Manager Signature:

Date: