



Business Development Manager

1 Duties

1.1 Finding and responding to procurement opportunities

Leads and Expressions of Interest

- Review the main electronic listings from which Castalia sources opportunities, including:
 - Development Business: World Bank and other IFIs, daily
 - Other development agency and government websites
- Determine which opportunities are of interest to Castalia and send them to the appropriate Practice Leader for a decision on whether to proceed
- Keep track of which Expressions of Interest (EOIs) practice leaders have decided to submit
- Manage the preparation of Expressions of Interest, through
 - Preparing some yourself
 - Passing others to a small group of Analysts / EOI Writers, and managing them to reach the required standard
- Ensure that EOIs are submitted to the client on time
- Follow up on EOIs (in coordination with Practice Leaders) as necessary to find out if we were shortlisted, and get feedback on where we should have done better if we were not

Proposals

- Keep track of which proposals we have been shortlisted for, and help the relevant Practice Leader to decide whether to proceed
- For Proposals we have decided to submit, help the Practice Leader to make sure that the right staff are dedicated to proposal preparation
- Manage the production of the sections on firm qualifications, staffing, and CVs for proposals, through:
 - Preparing some yourself

- Passing others to a small group of Analysts, and managing them to reach the required standard
- Prepare Financial Proposals using costing tables provided to you in Excel by the Proposal Manager
- Manage the compliance, formatting, proofreading, finalization and submission of proposals
- To the extent compatible with skills and interests, assist with background and methodology sections, and costings
- Follow up with client on proposals to find out about decisions made

1.2 Develop and Maintain Business Development Trackers and Performance Measures

- Keep track of all the high priority leads, EOIs and proposals submitted, and results
- Make sure we know what we should doing on priority business development efforts at all time, and help to keep us on track
- Analyze the results of our business development efforts (for example, hit rate by sector, practice leader, and so on) and recommend improvements in how we do things

1.3 Develop and Maintain Business Development Materials

- Keep lists and descriptions of our project experience up to date
- Keep our CVs up to date
- Manage the development, maintenance and use of a database which stores and outputs company qualification and CV information
- Prepare brochures, capability statement and the like which promote Castalia in specific markets
- Keep up to date our registrations with various procurement websites
- Work on Castalia’s website to make it an ever more effective marketing tool

1.4 Other marketing

- Media—Prepare and disseminate press releases and carry out other activities to get Castalia positive press coverage in the trade press and other publications that Castalia clients and potential clients read
- Articles and White Papers— Work with Practice Leaders to develop articles and white papers that will promote Castalia’s reputation and bring us to the attention of potential clients
- Events—Conceive and manage events for clients and prospective clients to originate and maintain relationships and promote Castalia’s brand

1.5 Optional additional duties

Depending on skills and interest, the additional tasks to be included in the role could include:

- Writing—helping Castalia staff to write consistently well, and editing Castalia material
- Knowledge management—Helping Castalia to organize what it knows, and keep track of external publications relevant to our work
- Recruitment—managing the process of recruiting new staff
- Graphic design—improve the appearance the visual communication of information

The above tasks are not requirements, but rather illustration of the types of additional assistance we would be interested in, and that someone with the rights skills and experience would be able to contribute if that person wished to enrich the variety of the job.

2 Person Specification

The person who fills this role would likely have:

- Strong professional writing skills
- Experience and interest in marketing professional service firms
- An interest in infrastructure, economics, finance and public policy
- Good inter-personal skills
- The ability to manage a number of concurrent processes, support several senior people, and manage several junior people