

BID/New Business Manager

The role

The key responsibilities of the role are to identify new business opportunities and create and deliver the highest quality bids, tenders, proposals, and pitches and to manage firm-wide bids across various practice areas, ranging from public sector to large scale corporate/banking panels. The BID/New Business Manager will work directly with the tender team and/or Heads of Department whenever needed to coordinate technical content and identify win themes and unique selling points.

You will lead on pitch meeting coaching to provide advice, coaching, and best practice training across all levels of fee-earners. You will drive a truly client-centric approach to the firm's end to end pitching process that is viewed as "best in market" and lead pitch debrief reviews (whether we win or lose). You will track and report on panel pitch opportunities and pipelines, outcomes/win rates and client feedback.

You will ensure regular and transparent reporting, including monthly management reports are carried out and maintain relationships with Subject Matter Experts across the firm.

So, who are we looking for? The successful candidate will be strong leader, be able to challenge partners where tenders fall outside of current strategy and have experience of implementing and upkeeping robust processes and best practice. They will be client focused and be able to innovate where possible. They will have a proven track record of leading successful teams and ideally have worked within professional services.

Our team

Our highly respected Business Development Team plays an integral role in the future growth of our successful business. Our team gets involved in a wide range of business development and marketing activities and we are responsible for helping to strategically position and develop the Muckle brand.

What we're like

Muckle LLP is a leading, full-service commercial law firm. We frequently advise both UK and international clients on their UK business activities.

We are based in one location in Newcastle upon Tyne, with 150 people including 33 partners and 66 lawyers/paralegals.

We are dedicated to providing our clients with the best advice and service that we possibly can. Our service is always professional, responsive, and tailored to meet client needs, and it's guided by four core values:

- **trust** – you can trust us to do the right thing
- **teamwork** – we work as a cohesive team providing services that help deliver client objectives
- **responsibility** – we are self-starters and challenge ourselves to deliver success
- **care** – we value kindness and genuinely care about our clients, people, and local communities

It means our client's get the same excellent service from people who do what they say, on time and on budget, every time. That's the Muckle way.

We believe it's important to support our local communities. Giving back is not only the right thing to do, it helps to create a thriving workplace culture, which helps us provide positive experiences for clients:

- **giving** – we donate 1% of our annual profits to our charitable fund and have given over £500,000 in grants to local causes since we started the scheme
- **volunteering** – over 40% of us choose to volunteer for causes we care about through pro bono legal advice, our two days' annual volunteering leave or our own personal time
- **thinking green** – continuously reducing our impact on the environment has helped us maintain our ISO14001:2015 certification

Please review our latest [CSR Review 2020](#) for more information on this activity.

Our proven track record has been recognised both locally and nationally:

- Legal 500 UK and Chambers & Partners (national independent legal directories) both currently rank us as a **top tier** corporate and commercial team
- We have been voted **Corporate Law Firm of the Year** for an unprecedented eight times between 2007 and 2019 at the Insider North East Dealmakers Awards and Experian MarketIQ consistently rank us as one of the leading dealmakers in the region
- We retained our **Investors In People (IIP) Gold** accreditation in 2019, and compared with law firms of a similar size we were ranked 3rd globally across 75 countries covered by IIP and hold **Better Health at work GOLD**
- We are ranked **6th Best Place to work in the North East** (The Journal 2019)

COVID-19

Prior to the COVID-19 emergency, our 150 strong team operated from a single site office in Newcastle upon Tyne – a city we have operated from for over 100 years. However, since March 2020 our people have been working remotely from home.

Historically, we had invested significantly to promote agile working with our people having the ability to work from home, which they did already on a regular basis long before the COVID-19 lockdown. This allowed us to move all of our operation seamlessly to home working without disrupting our service delivery. We continue to operate to the same excellent levels of service that existed pre-lockdown, providing legal services to a wide range of organisations throughout the UK and beyond.

We want you

We look for people who are proactive and self-starters, with strong technical ability, excellent people skills and good commercial awareness. We place emphasis on being a strong team player.

We want everyone to understand how our business is run and we encourage all of our people to get involved. We are proud of the communities in which we live and work and giving something back (time, experience, support, and money) matters to us hugely. This is, therefore, an excellent opportunity for someone looking to work in a friendly, open environment who wants to expand and develop their career in a forward thinking, commercial law firm.

At Muckle LLP, we encourage innovative and creative thinking, demand high standards and value ideas from our people. If you are an experienced BID/New Business manager with the motivation and talent to join our busy Business Development Team, we would like to hear from you.

If you are interested in applying for the above role, please email your CV together with an introductory letter outlining your salary and full/part time availability to recruitment@muckle-llp.com.

Job Description

Job Title: Bid/New Business Manager
Team: Business Development
Reports to: Director of Business Development
Date: February 2021



Purpose of Job:

To identify opportunities and create, manage, and deliver the highest quality bids, tenders, proposals, and pitches across firm-wide practice areas, ranging from public sector to large scale corporate/banking panels.

Specifically, this will include timely process management, working directly with the tender team and/or Heads of Department to coordinate technical content and identify win themes and unique selling points when writing engaging copy. Lead on pitch meeting coaching to provide best practice, pitch reviews and report on pipeline, win rates and client feedback.

Lead the planning and delivery of tenders and proposals which help develop new business and drive growth/innovation.

Main Activities:

- Managing all aspects of proposal and tender preparation, creating and delivery, ensuring quality, compelling bids are submitted in a timely manner.
- Coordinating incoming bid requests and proposal responses using company and tender portal databases.
- Responsible for maintaining and updating the databases regularly. Setting up firm profiles in appropriate databases and keeping all information up to date.
- Reviewing all client requirements to ensure that they are met in the proposal/tender and collaborate with relevant firm-wide people to include all necessary information designed to raise our profile and win new business in specific areas.
- Identify training needs for the lawyers on skills such as tender writings, pitching and sales.
- Acting as a coach for legal teams. Guiding our people through the entire tender/proposal cycle and to ensure we identify and submit work winning bids. Acting as a mentor, with a goal to train and educate our people in a way that will spark company growth.
- Working to improve customer satisfaction and ensuring that clients are retained, quickly developing, and implementing solutions for maximum retention. Regularly communicating with clients is crucial, as is notifying them of any project updates or changes.
- Working collaboratively with the tender/proposal lead and finance department to ensure optimal bid pricing and submit pricing suggestions for review and approval.
- Learn from and share all results/analytics to improve future tenders/proposals and ongoing client engagement and retention.

- Work closely with BD Director, BD Manager, and legal team to ensure post-win delivery is maximised for optimal client retention.
- Proactively seek out PR stories for creation by our team for maximum coverage.
- Provide insightful research on companies and industries for future proposal/tender creation.
- Work with our legal teams to develop team/sector strategy and develop key target and client relationships.
- Continuously seek to improve our brand and develop personal effectiveness.
- Being a strong team worker who is comfortable working with people at all levels of professional organisation.

Knowledge / Skills / Experience:

- Degree level education, ideally in a relevant subject (business, marketing, English, or public relations).
- Excellent writing skills, communication, and project management skills.
- Copy/bid/proposal writing essential.
- Personal gravitas combined with excellent communication skills.
- Excellent brand understanding and interpretation.
- Planning, organisation and time management skills.
- Ability to work cross-functionally across the business for different teams.
- A sound understanding of new business processes, CRM and the emerging technologies that will help us win and retain legal work.
- Broad-based business experience, including external affairs, marketing, and communications.
- A good understanding of the business environment within the North East.
- A track record of representing an organisation.
- You will be expected to have strong probing, consultative listening skills coupled with the ability to negotiate and persuade legal and client personnel.
- Able to influence people at all levels and receive and assimilate critical feedback.
- Able to multi-task in a fast-paced environment while functioning as a member of a highly collaborative team.
- Knowledge of marketing / BD processes for professional services desirable.
- High level of literacy in IT and marketing systems - Excel, Word and Outlook is essential; experience of CRM, InDesign, Photoshop, PageTiger design software would be beneficial.
- Ability to work under pressure.
- Deadline-Oriented, Process Improvement, Coordination, Strategic Planning, Market Knowledge.
- a valid UK driving licence is desirable.



Trust



Teamwork



Responsibility



Care

Our Values & Behaviours

Trust

We trust each other to do the right thing

- Respect and treat each other fairly
- Be honest, open and transparent
- Be yourself and empower others to do what they do well
- Value and recognise each other

Teamwork

We are one team and work selflessly for each other

Be aware of your impact on others

- Be clear about what you expect from others
- Plan, organise and prioritise your time
- Coach others to be their best
- Support and delegate to others
- Work hard for the collective, not for individual gain

Responsibility

We are self-starters and take responsibility for how we work together and communicate

- Be positive and enthusiastic
- Communicate – listen, ask questions and share knowledge
- Embrace feedback
- Challenge ourselves and others to deliver success
- Have great conversations, including the difficult ones

Care

We care about our people, clients and community

- Help and look out for each other
- Understand, support and learn from each other
- Be proactive and make a difference
- Be kind to yourself and others

Additional notes or information:

The duties and responsibilities in this job description are not exhaustive.



the **muckle** way

the **why**?

Which way is North?

The Muckle Way is all about setting our compass. Making sure we all know why we need to pull in the same direction and what we need to do to achieve our vision.

OUR VISION

To be the North East law firm of choice for businesses and organisations. To remain independent employing the best people in the market who are leaders in their field.

OUR PURPOSE

To provide the best advice and service we possibly can, profitably.

OUR STRATEGY

Independence – we celebrate our North East roots and are free to choose who we are and how we work.

Geographical reach – the North East is our heartland, but we look after clients across the UK and beyond.

Culture & people – we are one of the North East's best places to work, filled with exceptional people working as one team.

Our community – we care deeply about the North East's communities, businesses, people and environment.

LEADING THE WAY

It's our directors' and partners' responsibility to lead the way. They will:

Set direction – clearly outlining what we want to achieve as a business.

Drive focus – making clear and timely decisions on things that matter.

Live our values – lead by example, practically demonstrating our values and behaviours.

Build trust – support a working environment that nurtures trust and belonging.

Recognise success – recognise that success is defined not only by 'what' we do, but 'how' we do it.

how we work

our values & behaviours



Trust

We trust each other to do the right thing

- › Respect and treat each other fairly
- › Be honest, open and transparent
- › Be yourself and empower others to do what they do well
- › Value and recognise each other

Teamwork

We are one team and work selflessly for each other

- › Be aware of your impact on others
- › Be clear about what you expect from others
- › Plan, organise and prioritise your time
- › Coach others to be their best
- › Support and delegate to others
- › Work hard for the collective, not for individual gain



Responsibility

We are self-starters and take responsibility for how we work together and communicate

- › Be positive and enthusiastic
- › Communicate – listen, ask questions and share knowledge
- › Embrace feedback
- › Challenge ourselves and others to deliver success
- › Have great conversations, including the difficult ones



Care

We care about our people, clients and community

- › Help and look out for each other
- › Understand, support and learn from each other
- › Be proactive and make a difference
- › Be kind to yourself and others



what we deliver our service

WE ARE REAL PEOPLE

TEAMWORK is important to us, but the success of our team is dependent upon the individuals within it. Whilst our service should be delivered consistently, we encourage our people to develop and use their individual style to build TRUST.

- › Use plain English
- › Avoid using jargon or exclusive language
- › Reflect our standards and house style
- › Make things happen, don't sit back

WHO BUILD STRONG RELATIONSHIPS

We are commercial, practical and adapt to the collective needs of our clients, our communities and our people. We take RESPONSIBILITY for having great conversations that build strong, lasting and profitable relationships.

- › Think commercially and look for opportunities that will enable us to drive profit and growth
- › Proactively make new connections and get to know existing contacts better
- › Cross-sell and spot opportunities for clients and colleagues

WE DO WHAT WE SAY

We clearly outline what we're going to do right from the start of a piece of work. If the unexpected happens, we're upfront and explain how the changes affect our work as soon as we can. It's all about taking RESPONSIBILITY for keeping our promises.

- › Understand, agree and meet expectations
- › Identify potential problems and risks early
- › Understand our risk management procedures
- › Keep finances in order

ON TIME, IN BUDGET

We outline when people can expect work to be completed and estimate how much it will cost. We also take RESPONSIBILITY for making sure work gets done on time and clients don't pay more than they've agreed.

- › Make profitable decisions
- › Respond to queries quickly
- › Outline how changes affect time and costs
- › Bill clients promptly with no nasty surprises

WITH EXCELLENCE, EVERY TIME

Technical excellence is what's expected of us. From our support teams to our solicitors we want everyone to aspire to the highest level possible. We CARE about quality and always seek to improve.

- › Deliver technical excellence always
- › Develop your own knowledge
- › Comply with SRA rules
- › Always ask 'what could we do better?'



the **difference** we make
our
corporate
responsibility

It may not be part of our service, but being a responsible business is very much part of The Muckle Way.

We engage in our CSR activities because we care deeply about supporting the North East Communities in which our people, their families and their friends live and work - it is simply the right thing to do.

We don't restrict our support to the North East, but it is where we think we can collectively make the biggest difference, and there are lots of ways you can help.

Give money – through our grant giving and match funding facilities

Give time - through your 2 days annual volunteering leave

Give expertise – with free legal advice and professional services

Think green – live and work as environmentally friendly as you can

Promote – share how you support communities to encourage others

Have fun – choose to give back in a way you personally enjoy



Invest

In our people,
our clients and
our communities,
whilst retaining
our independence



Engaged
People

Our
success



Engaged
Clients



Profit and
Growth



mucklë

Time Central, 32 Gallowgate, Newcastle upon Tyne, NE1 4BF | DX 61011
Tel: 0191 211 7777 | Fax: 0191 211 7788 | muckle-llp.com

