

# COEL – Candidate Information Pack

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## Business Development & Sales Director

Document purpose: Provide candidates with an overview of the role, responsibilities, and person specification.

### Executive Summary

COEL is creating a new Business Development & Sales Director post to strengthen work-winning, build high-value client relationships, and align sales execution with marketing and bid excellence. The role leads the business development strategy, oversees opportunity pipeline and CRM discipline, and works closely with Commercial, Preconstruction and Delivery leaders to secure the right work in the right regions.

### About COEL

COEL is a commercial design and fit-out business delivering office and laboratory projects, with a focus on creating workspaces that enhance productivity, creativity and wellbeing.

### Company Culture and Mission

COEL aims to make working lives better through tailored interior design and fit-out services. The culture is intended to be positive and inclusive, supporting wellbeing, development and high performance. (This section should be tailored to the latest approved wording for recruitment packs.)

### Role Profile

#### Headline Information

- **Job title:** Business Development & Sales Director
- **Department:** Commercial / Growth
- **Location:** COEL Head Office (Cambridge) with travel as required
- **Reporting to:** Managing Director
- **Role type:** Full-time, permanent
- **Direct reports:** Head of Business Development, Head of Preconstruction x 2, Marketing Manager. Potentially Head of Design.

## **Purpose**

To lead COEL's business development and sales strategy, strengthening opportunity generation and conversion, and ensuring close alignment with marketing, bid quality, and commercial governance. The role is accountable for pipeline health, key relationships, and disciplined sales execution to support sustainable growth.

## **Key Responsibilities**

### **Growth Strategy & Governance**

- Define and deliver COEL's business development strategy, including target sectors, regions and channels.
- Establish and run a clear governance cadence (e.g., pipeline reviews) with accurate reporting and decision support.
- Translate market intelligence into practical campaigns, account plans and pursuits.

### **Pipeline, CRM & Sales Execution**

- Oversee the management of the opportunity pipeline and CRM tools, ensuring data quality, segmentation and consistent use.
- Set sales activity standards (meetings, follow-ups, proposals) and coach the team to execute consistently.
- Drive data-led decision making and sales metrics reporting.

### **Client Relationships & Key Accounts**

- Build and maintain senior relationships with clients, consultants, agents and other key stakeholders.
- Represent COEL at senior level in client engagements, networking and industry events.
- Develop account management plans that improve repeat work, advocacy and referrals.

### **Winning Work (Bids, Proposals & Presentations)**

- Work with Commercial and Preconstruction leaders to shape win strategy, qualify opportunities and improve bid conversion.
- Support quality assurance of tenders and presentations to ensure clarity, consistency and brand quality.
- Ensure bids reflect commercially robust assumptions and deliverable commitments.

### **Marketing Alignment & Brand Impact**

- Collaborate with marketing to ensure brand positioning, messaging and campaigns support work-winning goals.
- Oversee or steer digital presence, content and market insights to improve reach and credibility.
- Ensure brand consistency across all externally-facing materials.

### **Leadership & Team Development**

- Lead, mentor and develop BD and associated marketing capability to build a high-performing growth function.
- Foster cross-functional collaboration with Delivery, Design, Preconstruction and Finance teams.
- Champion COEL values and expected behaviours in all interactions.

### **Key Internal and External Interfaces**

#### **Internal**

- Managing Director and Executive/Director team
- Commercial and Estimating
- Preconstruction and Design
- Project Delivery / Operations
- Marketing capability (in-house or outsourced)
- Finance and reporting support

#### **External**

- End clients and occupiers
- Property agents and consultancies
- Project managers / cost consultants
- Developers and landlords
- Industry networks and event partners

### **Indicative Success Measures (KPIs)**

These should be finalised as part of the first 30–60 days in post.

- Qualified pipeline value and coverage against growth targets
- Opportunity conversion rate and win rate (overall and by segment)
- First meetings / senior stakeholder engagements per month (quality-weighted)
- Quality and timeliness of bid submissions and presentations
- CRM discipline: data completeness, segmentation and stage accuracy
- Repeat work and referral volume from priority accounts
- Marketing contribution to lead generation (MQL→SQL quality)

## Person Specification

### Experience (Essential)

- Senior business development and/or sales leadership experience, with a proven track record of winning work and growing accounts.
- Strong client-facing credibility with experience engaging senior stakeholders.
- Experience running a structured pipeline process and using CRM tools and reporting to drive performance.
- Experience working closely with marketing to generate leads and support work winning.
- Experience in commercial design & build / fit-out or adjacent construction services.

### Experience (Desirable)

- Experience targeting institutional clients, frameworks and high-value opportunities across Cambridge and surrounding regions.

### Skills and Knowledge

- Strategic planning and market insight: translating intelligence into practical pursuit plans.
- Excellent networking, relationship-building and stakeholder management skills.
- Strong written and verbal communication, including bid/presentation input.
- Data-driven approach to sales metrics and performance reporting.
- Sound commercial judgement to support opportunity qualification and value-based selling.
- Working knowledge of marketing channels (digital, content, campaigns) and brand consistency.

### Personal Attributes

- Proactive, positive, and resilient – comfortable operating in a fast-paced environment.
- Collaborative and team-oriented; able to work across functions and bring people with you.
- High integrity, professional presentation and attention to detail.
- Hands-on approach, prepared to take ownership and solve problems.

## Qualifications

### Essential

- Evidence of continuous professional development in sales, business development or leadership.

### Desirable

- Degree (or equivalent) in a relevant discipline (Business, Marketing, Construction, or similar).
- Membership of a relevant professional body (where appropriate).