



# Business Development Manager

## Applicant Information Pack



**We build homes, create communities and transform lives**

# Alternative formats

If you require this document in an alternative format, such as large print or a white or coloured background, please contact our Communications team.



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[tellmemore@unitedwelsh.com](mailto:tellmemore@unitedwelsh.com)



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# Contents

- 1 About the United Welsh Group
- 2 About Celtic Offsite
- 4 Job Profile
- 5 Key Accountabilities
- 6 Personal Requirements
- 7 Terms and Conditions
- 8 How to apply



# About the United Welsh Group

United Welsh is an award-winning not-for-profit organisation providing homes and related services in South Wales. We are passionate about building homes, creating communities and transforming lives.

We look after over **6,700 homes** for people across **11 local authority areas**, and our services help thousands more in our communities.

Helping people to live happily and in good health is important to us, and we are proud to have been named fifth best landlord in the UK.

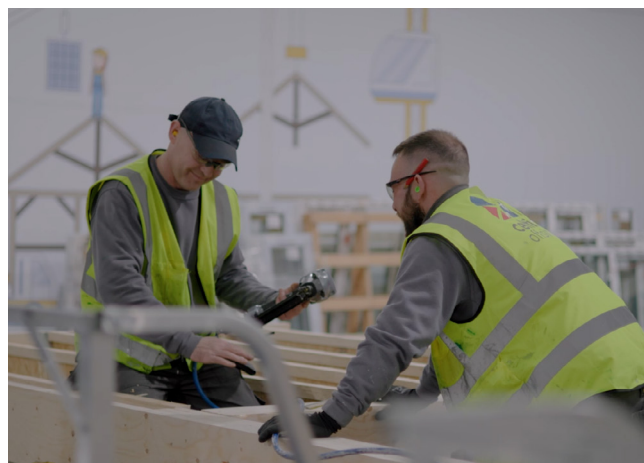
We have a new building programme that is worth around **£55m** each year and in the next five years, we intend to build **1,300 more homes**.

We are ambitious about how we can help people to live their best lives, working with a range of partners including local and national government and the NHS to give people choice; tackling poverty, improving wellbeing and playing our part in ending homelessness.

The Group includes our repairs and maintenance service Celtic Horizons; timber frame home manufacturer Celtic Offsite and Harmoni Homes Ltd, which builds affordable homes and homes for sale.

With over **400 employees** and a turnover of over **£40m**, we are an ambitious organisation with a strong sense of social purpose.

Life at United Welsh centres around our culture. We live by our values which connect us and inspire us, guiding our strategies as well as the decisions we make day to day.



# About Celtic Offsite

Celtic Offsite is a leading manufacturer of high-quality, sustainable timber frame homes, featuring factory-fitted insulation and windows.

Based at Pontygwindy Industrial Estate in Caerphilly, Celtic Offsite:

- Manufacture high quality, sustainable **timber frame structures** complete with factory fitted insulation and windows to build up to **250 low carbon homes per annum**
- Use over **28,000 sq. ft** of manufacturing facilities to provide affordable housing for contractors and developers
- Use a **Welsh supply chain**, including local partners and Welsh timber where possible.

The factory has been awarded **three prestigious International Organization for Standardization (ISO) certifications**; ISO 9001 for quality management, ISO 14001 for environmental management and ISO 45001 for occupational health and safety.

Celtic Offsite has also achieved **PEFC certification** for the chain of custody of forest-based products and was awarded Gold by the Structural Timber Association in their latest audit.

The factory has been certified as a **Climate Positive Business** by Earthly, and have removed **134.65 tonnes of carbon** since 2021.

We work with Carbon Footprint Ltd to continue to offset our carbon production by **planting one tree for every tonne we produce.**



# About Us

**United Welsh**

**Celtic Horizons  
Ltd**

**Harmoni  
Homes Ltd**

Developing homes for  
United Welsh

**Celtic  
Horizons**

Asset  
Management

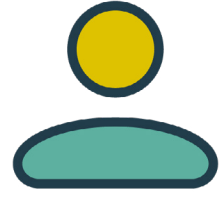
**Celtic  
Offsite**

Timber frame  
factory

The Celtic Horizons  
asset management  
service for  
United Welsh  
is delivered in  
partnership with  
Mears Ltd



# Job Profile



## Business Development Manager

**Reporting to**  
Managing Director

### Broad purpose of the post

We're looking for a Business Development Manager to join our team at Celtic Offsite, helping drive growth and expand the client base for the factory.

You'll be responsible for identifying new business opportunities, developing relationships with key stakeholders, partners, and potential clients, and strategically networking to secure and develop partnerships. You will play a critical role in establishing a robust pipeline of new business while also maintaining existing relationships to ensure sustained success.

We're looking for someone with strong, trust-based leadership skills and an enthusiasm for achieving targets. Your passion for creating and maintaining long-lasting partnerships will be instrumental as we work towards our strategic vision of continuing to be climate positive every year. You'll also be great at handling financial risks, communicating effectively, and managing projects to help the business grow.

- Permanent
- Full-time, 40 hours
- Up to £60,00 per annum
- Closes Tuesday 18th March 2025

# Key Accountabilities



- You will develop strong relationships with both internal and external clients, stakeholders and partners. Additionally, you will leverage your own network and industry knowledge. By regularly networking and engaging with these groups, you will identify and capitalise on new business opportunities.
- You will report on progress and customer satisfaction on a regular and timely basis, ensuring transparent communication and the ability to produce detailed and accurate scopes of work that meet clients' needs.
- You will actively progress business development initiatives, creating opportunities to grow our net-zero carbon factory facility.
- Working closely with the factory Operations Manager and HSEQ Manager, you will identify risks, ensure operational impacts are minimised, and effectively navigate tender and procurement processes to position the company as a strong option for potential new clients.
- You will maintain excellent financial management, risk analysis, and reporting systems, monitoring quality on-site to ensure projects are delivered on time, within budget, and meet the agreed contract specifications.





# Personal Requirements

## Essential

- Strong knowledge of construction, house building, and manufacturing techniques.
- Evidence of social values and commercial acumen, understanding how technical, social, and economic factors drive business growth.
- Deep understanding of customer needs, with a track record of building and maintaining strong relationships.
- Excellent interpersonal skills, with the ability to work openly and collaboratively with other senior colleagues across the Group to drive sales and business development initiatives.
- Demonstrated experience in contract management, with a focus on securing and managing contracts that contribute to business growth.
- Project management experience with a history of successfully completed projects in the building industry.
- Ability to travel for business needs, regularly meeting with clients.
- Demonstrable background in securing new business, building a strong pipeline of opportunities, and driving revenue growth.

## Desirable

- Ability to provide budget quotations from planning drawings
- Experience of working with or for a social housing provider.
- Understand key values and drivers of the social housing sector.
- Recognised safety competency such as NEBOSH or IOSH (for managers).
- Understanding of industry tender and procurement processes to position the company as a strong candidate for new clients.
- Ability to communicate in Welsh.

Requirements within the essential criteria of the Personal Requirements will be used for shortlisting purposes. However, all of the criteria will be considered in the process of making an appointment.

# Terms and Conditions

## Current salary

Total salary is **up to £60,000 per annum**.

## Pension Plus

While working at United Welsh you are eligible to join our pension scheme. United Welsh partner with the **Social Housing Pension Scheme (SHPS)** to deliver our pension provision for employees.

The **Defined Contribution Scheme (DC)** matches employee contributions up to 10%. It is a salary sacrifice scheme, so deductions are taken before tax.

## SimplyHealth

While working at United Welsh you are eligible for enrolment in our **SimplyHealth** healthcare plan.

## Leave

- **25** days plus bank holidays.

# How to apply

To apply, please send a copy of your **CV and cover letter** to [jobs@unitedwelsh.com](mailto:jobs@unitedwelsh.com). In the cover letter, please outline why you believe you would be successful in this role based on your experience and on the essential/desirable criteria in the job description, in no more than 1,000 words.

In addition to your CV and cover letter, please also complete our online Equality, Diversity and Declaration of Interest form which can be found on our website [here](#). If you do not complete all parts of this process, you will be at risk of your application not being progressed further.

**Closes:** Tuesday 18th March 2025

We do reserve the right to close this role early if we receive a high volume of suitable applications.

Within your CV, please provide the names, positions, organisations and contact details for two referees, one of whom should be your current or most recent employer. We will not approach these referees prior to the shortlist stage, and we will seek your permission first. However, references will be sought as part of our pre-employment checks for the successful candidate.

- We would be grateful if you could submit the Equality Diversity and Declaration of Interest form with your application. You can complete this form online. The information you provide will be used for monitoring purposes only and will be kept separate from your application
- Please ensure your CV and other documents are emailed as a Word or PDF file, as unfortunately, we are currently unable to accept applications in any other formats at the moment
- Requirements within the essential criteria of the Personal Requirements will be used for shortlisting purposes. However, all the criteria will be considered in the process of making an appointment.



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