

Job Title: Business Development Manager - (UK)

Salary: £45,000-£50,000 basic salary

Location: Home based role – plus travelling across the UK

Objective: To grow the companies NHS digital network across the UK to maximise revenue opportunities and support the delivery of sales

The Business Development Manager will be responsible for:

- i. Devising and implementing a Business Strategy to rapidly grow the company's NHS digital network - in line with the company's KPIs
- ii. Creating new opportunities through the generation of new leads and identification of potential new network partners (NWP)
- iii. Managing key NWP accounts from initial contact through to contract stage and beyond
- iv. Building and strengthening key relationships with existing and new NHS partners

Core responsibilities

- Achieve and exceed growth of the companies NHS digital network in line with KPIs
- Develop opportunities within the companies target market to accelerate growth of the network
- Identify and qualify new business routes into NHS organisations through research, networking, marketing and social media
- Pitch proposals to new prospects to generate interest in the NHS network and make appointments for face to face meetings
- Prepare and deliver presentations to senior NHS influencers to “sell” the network opportunity to NHS organisations
- Manage key target accounts from initial contact through all stages of the acquisition funnel through to signed contract stage and ongoing relationship management
- Present new commercial products and services to the NHS network and prospects, to support the growth of sales opportunities via the NHS network
- Ensure the database of key contacts is accurate and up to date and all client contact is recorded
- Liaise with other senior staff in network development, sales and IT to maximise opportunities across the business
- Work closely with IT team and to ensure smooth operation and delivery of new developments
- Keep up to date with company and industry developments to spot trends and business opportunities
- Consider innovative ways of improving the company's business development approach to win and manage new business
- Prepare regular reports and forecasts for network development
- Represent the company at relevant exhibitions, conferences etc. with particular emphasis on networking with key personnel and decision makers

The above is not an exhaustive list of duties the performance of different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation is expected.

Relationships

Responsible to: Director of Operations
Liaison with: NHS clients, senior FM staff, network account managers

Key attributes:

- A successful sales/BD professional with proven experience in strategic selling in a related sector such as healthcare and/or digital media
- An excellent and demonstrable sales record
- Experience of developing key accounts and complex relationships
- Experience of presenting at a senior management level
- Experience in co-ordinating team members, developing timetables and setting deadlines to achieve objectives
- Excellent understanding of marketing and digital
- Proven ability of networking to build meaningful commercial relationships
- Excellent communication, report writing, analytical and project management skills
- Ability to identify customers key business objectives, research and analyse new business opportunities
- Experience of developing proposals and managing the sales/business pipeline
- Strong research and strategic analytical skills
- Negotiation and persuasion skills
- Proven ability of successfully managing multiple projects to tight deadlines
- Excellent IT skills and knowledge of power point and Excel are essential and experience of CRM systems an advantage

Further background

Qualifications & Experience

- Educated to Degree level and/or equivalent experience
- Business, commerce or marketing qualification
- Proven ability of building strong client relationships
- Excellent track record in achieving sales/new business
- Three - five years recent experience in similar role
- Experience working in a fast-paced, entrepreneurial environment driven by meeting and beating targets
- Online marketing or Digital advertising experience

Skills & Personal Characteristics

Management

- Able to develop and maintain strong business relationships across the industry
- A clear concise communicator at all levels who develops trust easily both internally and externally to the organisation
- Excellent time management and organisational skills
- Team player, who can work collaboratively and motivate others in order to reach a common goal
- Self-motivated with a desire to constantly improve themselves, their team and the wider business around them

- Result driven with ability to work autonomously to achieve and deliver in excess of targets
- Highly motivated, flexible and adaptable nature

Intellect

- Candidates must display the intellectual stretch to understand each functional area of the client organisation from a business perspective and to develop strategic and tactical plans to meet them
- Positive and tenacious, using intelligence and initiative to achieve results
- Commercially aware with an ability to maximize opportunities

Communication

- Strong written, listening and presentation skills
- Excellent interpersonal skills
- Confident and articulate presenter
- Must be able to communicate clearly and concisely throughout the organisation

Practical Considerations

- Frequent UK travel (2-3 days per week) with some overnight stays.