**Job Description**

**Business Development Manager**

**Description – Job summary**

To promote the Hospital services to patients and all referrers, to establish robust relationships and reputation to attract healthy referrals of both NHS and private patients.

This is a relationship management role, responsible for delivering referral and market share targets by directly influencing Patients, GPs, Practice Managers, Medical Secretaries, Referral Management Centres and other key community stakeholders in order to increase referrals and raise awareness of Practice Plus Group’s NHS and Private services.

**Reports to**

* Direct – Operations Manager (Emersons Green) / General Manager (Devizes)
* Indirect – Senior Finance Manager

**Principal Duties / Responsibilities**

* Responsible for driving delivery of business goals (referrals/market share) using current marketing materials, tools and regular off site visits to key stakeholders
* Prioritise, and develop GP activity to drive local referrals to Practice Plus Group Hospital’s / services, through the building of strong business relationships
* Develop strategies guaranteeing the right coverage and frequency on all target customer groups.
* Have a complete understanding of territory knowledge (customers, market, and sales data) and the location of all target customers.
* Identify and share ideas internally on tactics that will shape the local environment for current and future utilisation of Practice Plus Group’s services.
* To provide feedback on new ideas for innovation and service development based around customer needs and improved marketing strategies
* Act as a channel for feedback and market intelligence through the local Senior Management Team and where appropriate into the Central Sales and Marketing team to help shape the agenda for business development.
* Attend GP/RMC visits to help spread the word about the new and existing services.
* Be on-site contact for Central Marketing Team – pulling together staff profiles etc. for Newsletters and supporting centrally driven events
* Arrange on-site charity & awareness days etc. – report them to Group PR and to the Press via the appropriate route etc.
* Local lead to review & update our website
* Local lead to review & update our social media such as Facebook, NHS Choices
* Generate ideas for us to enhance the reputation of the Centre
* Help organise the Open Days, GPs and associated health professionals education events and conferences
* Support the production of the staff communications
* Work closely with Hospital Director, Finance/Operations Manager, Private Healthcare Lead and the Central Marketing Team to promote private services
* Work closely with Hospital Director, Finance/Operations Manager, General Manager, Administration Manager and the Central Marketing Team to promote NHS services to RMCs, ICB, GPs and Trusts etc.
* Responsible for managing website enquiries and feeding back to stakeholders in line with agreed process

**Communication/Selling Skills**

**Preparation:**

* Effectively review information (Customer Profile, call notes) from system to target which GP practices and community groups to visit and prepare a tailored visit.
* Build & maintain good working relationships with all key staff and support personnel within all key stakeholders (e.g. receptionists, medical secretaries, practice managers, at all levels) in order to maximise access & influence.

**Execution:**

* Utilise key selling skills to appropriately handle customer attitudes as they arise.
* Have and maintain sufficient knowledge and understanding of the relevant Hospital’s services to endorse selling points and handle attitudes within the visit.
* Effectively make visits to customers (GPs, Practice Managers, Medical Secretaries, RMCs, community groups) with the aim of increasing referrals to Practice Plus Group Hospital’s / services.

**Follow-up:**

* Daily accurate recording of all call and contact profile information.
* Self-review performance in calls & draw conclusions on self-improvement needs.
* Update manager on progress made with Field Visit Reports and highlight improvements that still need work.

**Additional**

* To comply with all relevant Practice Plus Group policies and procedures
* To undertake project work or special tasks in accordance with business requirements

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**Key Performance Indicators**

* Referral revenue growth for targeted GP practices / ICBs / MSK / Optometrist and other referrers
* Private healthcare/self-pay revenue growth
* Customer activity targets including daily contact rate, coverage & frequency
* Monthly management reporting
* Sales ability – measured by means of field visits
* Direct feedback from stakeholders

**Person Specification**

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| --- | --- | --- |
| **CRITERIA** | **ESSENTIAL** | **DESIRABLE** |
| Qualifications | * Evidence of higher level education * GCSE English and Mathematics | * Degree educated |
| Experience | * Experience of using team working skills across functional boundaries * Proven track record in developing and managing relationships with key stakeholders | * 2-3 years’ experience in healthcare * Knowledge of the health care economy (GP Practices, PCTs, CCGs, Health Commissioning Boards etc.) |
| **Technical Skills** | * Commercial focus and awareness * Excellent influencing skills, interpersonal and communication skills both written and verbal * Excellent analytical and numerical ability * IT literate | * Commercial focus and awareness * Ability to persuasively but consultatively promote services to GPs and Commissioners * Excellent analytical and numerical ability |
| **Desired Behaviour** | * Personal drive and can do outlook * with a willingness to challenge positively * Ability to solve problems * Builds effective and credible relationships across the region * Works collaboratively with others sharing ideas and information at all times * Effectively builds trust with a consistent approach between actions and words * Strives to achieve maximum business benefit from every customer interaction. * Proactively actions requests of customers - specifying realistic time frames. * Proactively seeks to update clinical knowledge. * Strives for personal and professional excellence. |  |
| **Other** | * Full driving licence and ability to cover the defined geographic territory for the role |  |

**Health and Safety**

As an employee of Practice Plus Group, the post holder has a duty under the Health and Safety at Work Act 1974, to:-

* Take reasonable care of the health and safety of themselves and all other persons who may be affected by their acts or omissions at work.
* Co-operate with their employer to ensure compliance with Health and Safety legislation and the Health and Safety policies and procedures of the treatment centre, not intentionally or recklessly interfere with, or misuse, anything provided in the interests of health, safety, or welfare, in pursuance of any of the relevant statutory provisions.

**Data Protection**

The post holder must at all times respect the confidentiality of information in line with the requirements of the Data Protection Act. This includes, if required to do so, obtain, process and/or use information held on a computer in a fair and lawful way, to hold data only for the specified registered purposes and to use or disclose data only to authorised persons or organisations as instructed.

This list of duties and responsibilities is not exhaustive and the post holder may be required to undertake other relevant and appropriate duties as reasonably required.

This job description is subject to regular review and appropriate modification.

I confirm I have read and understand this Job Description

Name of Post holder …………………………………..

Signature …………………………………...

Date …………………………………..