

## JOB DESCRIPTION & PERSON SPECIFICATION

# Business Development Manager

### Introduction

This is a full time office based role near Hook in Hampshire and reports initially to the Clinical Operations Director on service delivery, whilst also working closely with the Executive Director on business development activities. It requires an individual with excellent knowledge of business development strategies and initiative.

Initially (for approximately the first 12 months) the role will focus on day-to-day operational service delivery, including contract set-up. Over time, the role will evolve to become more focussed on proactive and strategic business development. This will provide the post-holder with an opportunity to fully understand the business and its client base before assuming the full scope of the business development role. At that point the role will report to the Executive Director and the post-holder will relinquish the day-to-day operational service delivery aspects of the role.

Once undertaking the full business development remit of the role, the Business Development Manager will be responsible for developing new business and increasing revenue initially within the Local Authority and Housing Association sectors. They will work closely with the Executive Director to create a strategy for growth and the tactics for achieving this. They will also be responsible for the subsequent planning and implementation of business development initiatives and projects to achieve financial targets.

This role requires an entrepreneurial, innovative and practical individual who is able to operate equally well at a strategic level as well as 'on the ground' doing whatever needs to be done, without dependency on other people or business functions, to achieve their goals.

### Applications & enquiries

Applicants should submit a CV and covering letter to [careers@theotpractice.co.uk](mailto:careers@theotpractice.co.uk) or if you would like to discuss the role in more detail please call Louise Shenton on 0330 024 9910

Key skills and attributes this person will need are excellent interpersonal skills, sales/account management experience, proven track record in tender writing, business development experience, strong marketing skills, technical capability, relationship management and effective negotiation. Above all they need to inspire our prospective clients and make them feel that they are in safe hands through natural confidence and authority as well as operational knowledge.

## Our Company ethos

- We make clients & potential clients feel understood and provide sound professional advice – even if it ends up being for free
- We are friendly & caring, but always remain professional
- We are socially responsible – if there is a better option for a prospective client then we say so
- We are a private practice and understand that generally our clients are looking for more than what statutory services provide and are willing to pay for that service
- We are driven and go the extra mile if that is what is needed to convert an enquiry or to keep a client happy.

## Details of the role

The successful candidate will be responsible for the following core tasks:

- Managing and developing your team of in-house office staff.
- Working closely with team Coordinator to ensure smooth day-to-day running of contracts/projects
- Client management of key accounts (such as school, local authority contracts etc) including:
  - Pre-engagement meetings and preparation with clients
  - Gain in-depth understanding of client's needs to help refine our scope of work
  - On site meetings/visits
  - Preparation of contract documentation
  - Sourcing therapists for contracts
  - Regular updates and check-ins with clients
  - Regular updates and check-ins with therapists
  - Problem solving for clients
  - Handle client issues/complaints if received
  - Case/report tracking, quality control and managing timescales
  - Oversee all invoicing
- Completing market and competitor analysis
- Keeping abreast of any relevant developments within the Housing Association and Local Authority markets (or any other markets they are working on)
- Supporting with tactics, planning initiatives and independently executing projects
- Management reporting – preparing and presenting KPIs regularly to senior management
- Developing the Local Authority and Housing Association business will include:
  - Developing these markets in line with agreed strategic goals and tactical approach
  - Identifying new business opportunities from analysis work
  - Identifying opportunities within existing client base
  - Setting up new preferred supplier relationships
- Learn from business development activities to refine approach and service offering

### Applications & enquiries

Applicants should submit a CV and covering letter to [careers@theotpractice.co.uk](mailto:careers@theotpractice.co.uk) or if you would like to discuss the role in more detail please call Louise Shenton on 0330 024 9910

## Skills and qualifications

The following skills and qualifications will be required/desirable:

- Educated to degree level (relevant to role).
- Management experience, reporting to/operating at director level
- Experience in the private healthcare market is desirable
- Understanding of Occupational Therapy or the private healthcare market is desirable
- Knowledge of, and potentially well connected within the private allied healthcare markets is desirable
- Experience of managing budgets and reporting KPIs to senior management
- Experienced with negotiating and setting up bespoke contracts
- Proven track record of leading business development initiatives
- Experience with planning and directing marketing activities
- Experience with leading tenders
- Excellent presentation, listening and consultation skills
- Able to process a wide range of information and communicate this clearly to clients
- Can demonstrate an ability to establish and communicate a long term vision to senior management and deliver on that vision
- Maintain any relevant professional registrations, willing to undertake a DBS check.

## Personal skills & attributes

Fundamental to this role is the character and temperament of the individual. They will be expected to take responsibility for driving forward growth through their activities, which will take a high level of organisation, efficiency, determination and sense of responsibility. Important personal skills and attributes include:

- High level of customer focus and business awareness
- A strong communicator, caring, friendly and always willing to listen
- Taking responsibility and having the ability & confidence to make good decisions
- Persuasive, with sound influencing and stakeholder management skills
- Problem solver with drive and determination
- Able to understand clients' needs, building trust and establishing a strong rapport
- Well presented
- Personal pride in their work
- Share in a willingness and desire for TOTP to grow and become more successful
- Ability to act on own initiative, self-motivated and tenacious
- Energise, influence, motivate and inspire your team and other colleagues
- Efficient working style and ability to juggle tasks without missing things
- Excellent telephone manner – chatty and confident but always professional
- Within the team, a desire to question the status quo and be innovative
- Able to remain calm, composed and professional under stressful or confrontational situations
- A strong sense of ethics and integrity

## What we offer you

We pride ourselves on being a caring and friendly, but professional company. We believe the growth of our business to date is directly attributed to ensuring our values are at the core of everything we do, we value our staff as much as our core values. Offices based in the centre of Hook, with free parking and excellent transport links. Offering an extremely competitive salary depending on experience, with 23 days holiday, plus bank holidays, and other company benefits.

### Applications & enquiries

Applicants should submit a CV and covering letter to [careers@theotpractice.co.uk](mailto:careers@theotpractice.co.uk) or if you would like to discuss the role in more detail please call Louise Shenton on 0330 024 9910