

## JOB DESCRIPTION & PERSON SPECIFICATION

# Business Development Manager

### Introduction

This is a full time office based role near Hook in Hampshire and reports to the Executive Director. It requires an individual with excellent knowledge of business development strategies and initiative.

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.

Key skills and attributes this person will need are excellent interpersonal skills, senior sales/account management experience, proven track record in tender writing, business development experience, strong marketing skills, technical capability, senior 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.

### Applications & enquiries

Applicants should submit a CV and covering letter to the HR Director ([wendy@theotpractice.co.uk](mailto:wendy@theotpractice.co.uk)) or if you would like to discuss the role in more detail please call Wendy on 01252 849090.

## 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:

- Setting strategic business development goals with the Executive Director, initially for the Local Authority and Housing Association markets with a view to adding in additional markets as required.
- Completing market and competitor analysis
- Keeping up to date with any relevant developments within the Housing Association and Local Authority markets (or any other markets they are working on).
- Establishing tactics, planning initiatives and independently executing projects
- Working to objectives set, based on revenue targets
- Management reporting – preparing and presenting KPIs regularly to senior management
- Work with account managers to clearly define and scope the TOTP service offering to match each client's needs
- 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
- Work with the Executive Director to write proposals for prospective clients
- Lead contract set up
- Learn from business development activities to refine approach and service offering
- Planning and implementing marketing activities
- Building and maintaining marketing databases
- Sourcing and managing 3<sup>rd</sup> party suppliers/individuals for marketing activities and list management if required.

## Skills and qualifications

The following skills and qualifications will be required/desirable:

- Educated to degree level. MBA desirable but not essential
- Senior 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 ideally well connected within, the private allied healthcare markets
- 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

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- 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:

- Self-motivated with a high level of customer focus and business awareness
- Excellent interpersonal skills, caring, friendly and always willing to listen
- Strong influencing and stakeholder management skills
- Taking responsibility and having the ability & confidence to make good decisions
- Problem solver with drive and determination
- Flexible in approach, creative and innovative
- Incredibly professional and able to represent TOTP in this respect, in all circumstances
- Share in a willingness and desire for TOTP to grow and become more successful
- Able to remain calm, composed and professional in a variety of situations
- Energise, influence, motivate and inspire the team around you
- Thrive on working in a target driven environment
- Articulate, positive, enthusiastic and diplomatic. Able to build rapport with a wide range of clients
- Commercially astute with a natural entrepreneurial desire
- Demonstrate a passion for delivering a high quality service
- Commitment to maintain the integrity of TOTP brand
- Excellent organisational and time management skills, demonstrate ability to prioritise and manage workload
- Willingness and ability to learn quickly through self directed research
- Excellent IT skills
- A strong sense of ethics and integrity.

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For the right candidate we will be offering an extremely competitive salary in relation to level of experience. Remuneration package will be discussed on a case by case basis. Standard benefits will include 25 days holiday, plus bank holidays, and other company benefits.

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