



JOB DESCRIPTION & PERSON SPECIFICATION

Business Development Director

Introduction

This is a full time, office-based role, working for a growing Independent Occupational Therapy Practice within the centre of Hook, Hampshire. The role requires an executive level individual with an understanding of Occupational Therapy and the Allied Healthcare market.

The Business Development Director will have significant responsibility and autonomy over the approach and planning of the business development strategy and activities. Their responsibilities will cover all customer acquisition and development across all divisions of the business and all markets (existing and new), including the development of new business streams.

The Director responsible for this business function will be part of the Executive Team responsible for determining the overall direction and long-term growth plans for the business.

Candidates will need director level experience and expect long-term objective driven management underpinned by KPIs.

Applications & enquiries

Applicants should submit a CV and covering letter to careers@theotpractice.co.uk or if you would like to discuss the role in more detail please call us on 0330 024 9910.

Our Company ethos

- We make clients & potential clients feel understood and provide sound professional advice
- 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 client-focused and want to ensure our clients feel they are in safe hands
- We are driven and go the extra mile if that is what is needed to keep a client happy

Details of the role

The Business Development Director will be responsible for:

- Agreeing strategic business development goals and budgets with other Directors
- Completing market and competitor analysis to establish goals within existing markets and potential new markets
- Establishing tactics, planning initiatives and projects
- Establishing and working to revenue targets / setting and presenting KPIs
- Develop revenue from both existing clients and build new business around existing service offerings
- Working with the other Directors to define and scope the TOTP service offerings
- Work with the Executive Team to launch and grow revenue from new business streams
- Being the primary coordinator on negotiations with prospective clients
- Leading the contract set up and working with the relevant team on proposals/tenders
- Gain in-depth understanding of client needs to help refine product offering, positioning and pricing
- Planning and implementing marketing activities to support business development goals, including line management of Marketing Executive(s)
- Building and maintaining CRM data. Managing administrative staff and researchers if required.
- Plan & budget for the business development team organisational structure needed to deliver strategic goals.
- Recruitment and management of their business development team (including external consultants if required)
- Hands on business development work as required including pro-active lead development, developing relationships and lead conversion, nurturing incoming opportunities, writing tenders, building relationships with existing clients.

Skills and qualifications

The following skills and qualifications will be required/desirable:

- Educated to degree level. MBA desirable but not essential.
- Experience working at director level
- Experience within a clinical environment with exposure to multiple specialisms
- Experience in the private healthcare market
- Good understanding of Occupational Therapy
- Good knowledge of, and well connected within healthcare
- Experience setting and reporting KPIs
- Experience with negotiating and setting up bespoke contracts
- Proven track record of leading business development initiatives
- Experience with planning and directing marketing activities

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- 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 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
- Unwaveringly 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 under stressful or confrontational 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
- Good IT skills
- A strong sense of ethics and integrity

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