

JOB DESCRIPTION & PERSON SPECIFICATION

Market Engagement Manager Case Management & Professional Services

Introduction

This is a full time office based role near Hook in Hampshire and reports to the Managing Director. It requires an individual with knowledge of Occupational Therapy and the Allied Healthcare market.

The Market Engagement Manager will be responsible for developing new business and increasing revenue within our existing client base. They will work closely with the Managing Director and Executive Director to create a strategy for growth and tactics for achieving our goals within the Case Management and other professional services markets including solicitors and insurers. They will be responsible for the commercial relationship with our clients, the planning and implementation of business development initiatives and marketing projects to support business development initiatives when required.

This all encompassing 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 to achieve their goals, without relying on others.

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

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 – 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:

- Agreeing strategic business development goals with the Directors
- Completing market and competitor analysis for key markets
- Establishing tactics, planning initiatives and projects
- Working to revenue targets
- Creating and presenting KPIs to senior management
- Working closely with managers to define and scope the TOTP service offering to match client's needs
- Being the primary coordinator on negotiations with prospective clients
- Leading on proposals and contract set up for preferred supplier arrangements
- Gain in-depth understanding of client needs to help refine product offering, positioning and pricing
- Planning and implementing marketing activities and business development projects
- Building and maintaining CRM data
- Managing marketing activities to achieve business development goals, including planning campaigns and creative, create briefs and manage external marketing resources to deliver marketing initiatives (both for new business & existing clients)
- Longer term responsibilities may include recruitment and management of in-house marketing executives
- Day to day the Market Engagement Manager will:
 - Develop opportunities for new business in line with strategic goals for the Case Management and other professionals market.
 - Drive forward new business opportunities and coordinate team members to facilitate opportunity conversion
 - Plan and implement initiatives to increase referrals from existing clients
 - Work with the team to enhance our enquiry conversion performance and instigate training
 - Provide (commercial) relationship oversight to our clients. Ensure service levels are being met and seeking regular feedback on performance, possible improvements and other opportunities.
 - Champion the development and overall performance of our specialist Clinical Teams, providing coordination across all The OT Practice business functions

Skills and qualifications

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The following skills and qualifications will be required/desirable:

- Educated to degree level. MBA desirable but not essential.
- Senior management experience reporting to director level
- Experience within a clinical environment with exposure to multiple specialisms
- Experience in the private healthcare market
- Excellent understanding of Occupational Therapy
- Excellent knowledge of, and 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
- 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 organization, 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
- Excellent IT skills
- A strong sense of ethics and integrity

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