Business Development Manager

## Job details

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| Job title: | Business Development Manager (Corporate: EAP & Preventative Health) |
| Department: | Commercial |
| Location: | Remote/Nationwide |
| Reporting to:  (Job title only) | Commercial Lead |
| Job purpose: | As a Business Development Manager within our Corporate Services, your primary responsibility will be to drive the growth and expansion of our Employee Assistance Program (EAP) and preventative health services. Your role is pivotal in establishing and nurturing strategic partnerships with businesses to enhance their employee well-being and foster a healthier, more productive work environment |
| Role and Responsibilities: | **Market Expansion:**   * + Identify, evaluate, and target potential corporate clients to expand the reach of our EAP and preventative health services.   + Develop and execute comprehensive business development strategies to penetrate new markets and increase service adoption.   **Client Relationship Management:**   * + Cultivate strong relationships with key decision-makers and stakeholders within corporate organisations.   + Understand client needs and challenges to tailor solutions that align with their corporate goals and employee well-being initiatives.   **Product Positioning:**   * + Collaborate with the marketing & operational team to position our EAP and preventative health services effectively in the corporate landscape.   + Stay abreast of industry trends and competitor offerings to ensure our services remain competitive and relevant.   **Sales and Revenue Generation:**   * + Drive the entire sales cycle, from lead generation to contract negotiation and closure.   + Meet and exceed sales targets by effectively communicating the value proposition of our services to potential clients.   + Attend networking events to showcase products and outcomes of the service and generate potential new business.   **Cross-Functional Collaboration:**   * + Work closely with internal teams, including clinical operations, marketing, and customer support, to ensure seamless service delivery and client satisfaction.   + Provide valuable insights and feedback from the market to contribute to the continuous improvement of our services.   **Reporting and Analysis:**   * + Regularly analyse sales performance and market trends to make data-driven recommendations for optimising business development strategies.   + Prepare and present reports to senior management outlining key performance indicators, achievements, and areas for improvement.   + Any other reasonable requests   **Equality Diversity & Inclusion (EDI)**   * + We are proud to be an equal opportunities employer and are fully committed to EDI best practice in all we do. We believe it is the responsibility of everyone to ensure their actions support this with all internal and external stakeholders.   + Be aware of the impact of your behaviour on others.   + Ensure that others are treated with fairness, dignity and respect.   + Maintain and develop your knowledge about what EDI is and why it is important.   + Be prepared to challenge bias, discrimination and prejudice if possible to do so and raise with your manager and EDI team.   + Encourage and support others to feel confident in speaking up if they have been subjected to or witnessed bias, discrimination or prejudice.   + Be prepared to speak up for others if you witness bias, discrimination or prejudice. |
| Clinical Governance:  (where applicable) |  |
| Training and supervision: | * + Weekly support from Commercial Lead and/or Director   + Weekly marketing meetings   + Monthly Leadership Meetings |
| Additional information: | * + Travel within the UK is required |

## Person specification

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|  | **Essential** | **Desirable** |
| **Qualifications** |  |  |
| **Experience** | * + Business Development/Sales   + Relationship/Account Management   + Building new relationships that are strategically relevant to the service.   + Working as part of a team and contributing to the common strategy and goal   + Integration of multiple relationships with a common delivery goal.   + Ability to deliver a client experience that reinforces Vita Health Group positioning and brand values. | * + Proven track record in business development, with a focus on corporate services, EAP, or preventative health. |
| **Skills/knowledge** | * + Excellent coordination, planning and organisational skills.   + Excellent problem-solving skills and ability to embrace challenge.   + Ability to make decisions and be self-motivated.   + Proactive in relation to on-going professional development to stay up to date with industry knowledge.   + IT literate – intermediate level minimum | * + Understanding of EAP & Preventative health |
| **Personal competencies and qualities** | * + Self-driven, results-orientated with a positive outlook and a clear focus on high quality.   + Strong commitment to superior customer service and desire to provide the best patient and stakeholder journey.   + Ability to respond with urgency to specific requests; fast and easy access to relevant expertise; seamless communication across multiple geographies; proactive resolution of issues that arise during project delivery or in administration; openness and full disclosure of all aspects of project delivery.   + Excellent customer service and inter-personal skills   + Interpersonal skills to engage and develop working alliances with colleagues and patients.   + Evidence of an openness to learning new knowledge and skills.   + Excellent verbal and written communication skills   + High level of enthusiasm and motivation   + Ability to work under pressure.   + An awareness of and commitment to supporting and facilitating diversity and inclusion   + Excellent time management skills |  |

# Version Control

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| Owner: | Human Resources | Review: | Annually | Classification: | 1 (Proprietary) |
| Author: | Commercial | Version: | V1.1 | Status: | PUBLISHED |
| Date Published: | 13/11/2023 | Code: |  |  |  |

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| Version: | Date: | Summary of Changes |
| 1 | 13/11/23 | Creation of Job Description |
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