Clinical Growth and Outreach Officer

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| Job title: | Clinic Growth and Outreach Officer |
| Department: | Private MSK |
| Location: | London (with outreach across the South and South East of England) |
| Reporting to:  (job title only) | Operations Lead |
| Direct reports:  (job title only) |  |
| Accountable to:  (where applicable) |  |
| Responsible to:  (where applicable) |  |
| Job purpose: | **About Us:**  We are a leading private healthcare clinic specializing in physiotherapy, GP services, and musculoskeletal care. Our team is passionate about delivering exceptional patient outcomes and innovative care solutions. We are expanding our reach and looking for a dynamic, driven individual to help us grow.  Step into a key role within our leading private MSK service, delivering high-quality physiotherapy and allied healthcare across London and the South of England. Catering to self-pay and privately insurance patients, this is your opportunity to become the face of our service – building strong relationships with our most valued stakeholders and shaping the future of private MSK care.  **Role Overview:**  The Clinic Growth and Outreach Officer will be responsible for driving new patient referrals and increasing awareness of our services across London and the South/South East of England. This role is ideal for a proactive, people-oriented individual with a passion for healthcare growth, relationship-building, and community engagement. |
| Role and Responsibilities: | **Key Responsibilities:**   * + Generate Referrals: Proactively drive physiotherapy and GP referrals into the clinic by building and maintaining strong relationships with external stakeholders.   + Relationship Development: Identify and engage with local sports clubs, gyms, and community organizations to create referral pathways and brand partnerships.   + Professional Networking: Coordinate and attend meetings with orthopaedic consultants, GPs, and other medical professionals to promote our services.   + Competitor Analysis: Conduct ongoing analysis of local and regional physiotherapy and GP providers to identify opportunities for growth and differentiation.   + Marketing Support: Collaborate with the marketing and clinical teams to write blogs, social media content, and promotional material that aligns with outreach goals.   + Event Coordination: Organize and represent the clinic at local health events, sports gatherings, and community fairs with stands and promotional material.   + Community Engagement: Plan and oversee drop-in sessions, free physiotherapy assessments, and taster events to attract new patients.   + Target Tracking: Work toward clear referral targets, with incentives linked to performance and impact.   **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.  Vita Health Group has several initiatives in place to achieve this including our Zero Tolerance Policy, Code of Conduct, Freedom to Speak Up Guardians, and more. We believe it is the responsibility of everyone to ensure their actions support this goal 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 when possible, and raise with your manager, the EDI & Sustainability team, or the Freedom to Speak Up Guardians.   + 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: | * + Dedicated line manager with monthly 1-2-1 supervision |
| Additional information: | **Incentives and Benefits:**   * + Competitive base salary   + Performance-based bonus tied to referral targets   + Opportunities for career progression within a growing healthcare group   + Flexible working arrangements where appropriate   + Ongoing professional development and training |

## Person specification

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|  | **Essential** | **Desirable** |
| **Qualifications** |  |  |
| **Experience** | * Proven experience in business development, outreach, or healthcare marketing (preferably in private healthcare or allied health services) * Coordinating and facilitating patient engagement events |  |
| **Skills/knowledge** | * Strong interpersonal and communication skills * Ability to network confidently with clinical professionals and community stakeholders * Proactive in relation to ongoing professional development to stay up to date with industry knowledge. * IT Literate – intermediate level minimum | * + Speaks another language   + Knowledge of private healthcare pathways |
| **Personal competencies and qualities** | * Highly organized with excellent planning and time management abilities * Comfortable working independently and managing a regional outreach area * Valid UK driving licence and willingness to travel across London and the South/South East of England |  |

# Version Control

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| Owner: | Human Resources | Review: | Annually | Classification: | 1 (Proprietary) |
| Author: | Human Resources | Version: | V1.1 | Status: | PUBLISHED |
| Date Published: | 03/12/2019 | Code: | TBC |  |  |

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| Version: | Date: | Summary of Changes |
| V1.1 | 03.12.19 | Document copied onto authorised VHG branded Policy Template (original had no coding) |
| V1.2 | 06/08/20 | Updated to include diversity and inclusion statement |
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