B2B Business Development Manager

## Job details

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| Job title: | B2B Business Development Manager  |
| Department: | Commercial Team  |
| Location: | Home-based |
| Reporting to: (job title only) | Director of Corporate Accounts & New Business |
| Direct reports: (job title only) | N/a |
| Job purpose: | Reporting to the Director of Corporate Accounts & New Business, the B2B Business Development Manager will be responsible for identifying and securing new business opportunities and partnerships, which deliver against our ambitious programme of growth. The B2B Business Development Manager will be passionate, highly motivated and driven by business growth and achieving targets. You will have a proven background in business development, ideally within the healthcare sector and have a passion and enthusiasm to work collaboratively with internal and external stakeholders. The post holder will be a team player, confident, compassionate, and resilient and have the ability to manage multiple projects and challenging deadlines with an awareness of how to manage competing organisational demands.As a home-based role, you will enjoy working independently, whilst maintaining close collegial relationships within the commercial team. Travel and some overnight stay will be required for effective new business and partnership building.  |
| Role and Responsibilities: | As B2B Business Development Manager, you will be responsible for:* Identify New Business Opportunities: through existing organic channels and market research to identify potential clients and business opportunities. Develop strategies to approach and secure new business
* Sales and Revenue Growth: Develop and implement sales strategies to achieve revenue targets. Monitor sales performance and adjust strategies as needed.
* Relationship building, marketing intelligence, and cross selling our proposition within both existing and future footprint.
* Support research for business opportunities with direction from the management team.
* Proposal Development: Lead development and production of external and internal presentations/proposals (where appropriate)
* Maintain an understanding of our key competitors and how we can differentiate/improve our offer. And identify future partnerships and new business opportunities.
* Work within commercial team supporting proposition development and product enhancement which delivers on identified market gaps.
* Maintain and nurture relationships with key partners to ensure long-term success and growth opportunities.
* Support operations, marketing, transformation, finance, HR and IT teams in the business to draw on their experience and knowledge as SME’s.
* Monitor and report: Track the performance of new business against growth targets and provide regular reports to Director of Corporate Accounts & New Business

**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 if possible, and raise with your manager and EDI team
* Encourage and support others to feel confident in speaking up if they have subjected to or witnesses bias, discrimination, or prejudice
* Be prepared to speak up for others if you witness bias, discrimination, or prejudice
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| Clinical Governance:(where applicable) | N/a |
| Additional information: | Some travel including occasional overnight stays may be required (expenses reimbursed), so a full clean driving licence is desired. |

## Person specification

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|  | **Essential** | **Desirable** |
| **Qualifications** | * + Educated to Degree level or relevant experience
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| **Experience** | * + Experience working within Business Development, sales or related field preferably within the Corporate sector, healthcare or similar public health organisations.
	+ Proven track record in securing and achieving new business targets, ideally within a healthcare setting.
	+ Proven ability to deliver effective new business presentations or lead a presentation delivery team to achieve desirable outcome
	+ Experience engaging with a wide range of stakeholders, including, healthcare providers, corporate organisations and private sector partners.
	+ Demonstrated ability to manage multiple projects simultaneously, with a focus on achieving growth targets.
 | * + Experience of Mental or Physical Healthcare services within a corporate Occupational Health setting
	+ Healthcare knowledge including knowledge of Occupational Health landscape
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| **Skills/knowledge** | * + Proven ability to deliver new business, build and maintain relationships and influence customer contacts
	+ Strong analytical and strategic thinking skills.
	+ Excellent communication skills and proven
	+ experience in being able to communicate in a
	+ clear and articulate manner in verbal and written form
	+ Ability to work independently and as part of a team.
	+ Excellent organisational and project management skills.
	+ Excellent time management and prioritisation skills
	+ Excellent attention to detail, highly developed and meticulous written and presentational skills
	+ Capable of working without supervision
	+ Ability to solve problems and complex issues and secure the buy-in from others
	+ Proficient MS Office skills including advance MS Word skills.
 | * + Proficiency in CRM systems
	+ Speaks another language
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| **Personal competencies and qualities** | * + Competitive – strong desire to succeed and ‘go the extra mile’
	+ Excellent verbal and written communication skills
	+ Ability to liaise with people at all levels of the business, provide constructive feedback and challenge thinking
	+ High level of enthusiasm and motivation
	+ Ability to work independently using own initiative in all aspects of role
	+ Ability to work well in a fast pace, demanding environment under pressure
	+ Ability to adapt positively to sudden changes in workloads / priorities
	+ Excellent time management skills
	+ Self-starter with initiative / ability to think creatively
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# Version Control

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| Owner: | Human Resources | Review: | Annually | Classification: | 1 (Proprietary) |
| Author: | Bid Director | Version: | V1. | Status: | PUBLISHED |
| Date Published: | 11/12/2023 | Code: |   |  |  |

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| Version: | Date: | Summary of Changes |
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