

# Job Description.

**Position:** Locality & Business Development Manager

**Hours:** 40 hours per week

**Responsible to:** Managing Director

**Responsible for:** Service Managers

## Job Purpose

The Locality & Business Development Manager will be responsible for all the services within your locality. You will coordinate with all regional partners and maintain good working relationship with local authorities, clients and our stakeholders.

Improve the organisation's market position and achieve financial growth. You will work with directors to defines long-term organisational strategic goals, builds key customer relationships, identifies business opportunities, negotiates and closes business deals and maintains extensive knowledge of current market conditions.

Preparing quarterly work plans and result based progress and financial reporting according to the organization's requirements, negotiating contracts with local authorities and clients, developing and implementing appropriate office systems and procedures and providing logistical support including travel coordination, management of all delegation assets, preparing annual budgets and monthly financial reports, developing and maintaining as well as updating all required project documentation including schedule, risk issues and dependency logs and planning and managing internal as well as external project communication.

## Technical / Management

- Ensure the quality and sustainability of the service outputs.
- Conduct regular monitoring and evaluation assessments against service objectives.
- Ensure accurate and timely reporting of activities (monthly, quarterly and final reports).
- Submit monthly progress reports and ensure data is accurate.
- Track and record activity on accounts and help to close deals to meet these targets.
- Work with marketing staff to ensure that prerequisites (like prequalification or getting on a vendor list) are fulfilled within a timely manner.
- Ensure all team members represent the company in the best light.
- Present business development training and mentoring to business developers and other internal staff.
- Research and develop a thorough understanding of the company's people and capabilities.
- Understand the company's goal and purpose so that will continual to enhance the company's performance.
- Performing the role of a Registered Manager as and when required
- Every other responsibility assigned to you by your line manager.

## Logistics and Administration

- To coordinate with the logistics department and ensure all health project related equipment is available on site in a timely fashion.

- To coordinate with the administration department to ensure accurate accounting of project finances as well as effective cash-flow.
- To ensure that health project stocks are managed, transported and maintained correctly.

### **Staff Management**

- Oversee all staff based in your team including recruitment, appraisal, management, general well-being, job descriptions, work schedules, discipline etc. in coordination with the Team Leaders.
- Provide training to all regional staff (within budget and operational constraints) so as to ensure ownership and full local responsibility of all activities.
- To facilitate regular project meetings to assist information sharing between project staff and to ensure that all staff members are well aware of project objectives and current work plan.

### **New Business Development**

- Prospect for potential new clients and turn this into increased business.
- Cold call as appropriate within your market or geographic area to ensure a robust pipeline of opportunities.
- Meet potential clients by growing, maintaining, and leveraging your network.
- Identify potential clients, and the decision makers within the client organization.
- Research and build relationships with new clients.
- Set up meetings between client decision makers and company's practice leaders/Principals.
- Plan approaches and pitches.
- Work with team to develop proposals that speaks to the client's needs, concerns, and objectives.
- Handle objections by clarifying, emphasizing agreements and working through differences to a positive conclusion.
- Use a variety of styles to persuade or negotiate appropriately.

### **Client Retention**

- Present new products and services and enhance existing relationships.
- Work with technical staff and other internal colleagues to meet customer needs.
- Arrange and participate in internal and external client debriefs.

### **Business Development Planning**

- Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.
- Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels.
- Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.
- Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.

## **Security Management**

- To be responsible for the safety and security of Willcob Care assets and personnel on site of operations.
- To adhere to the security guidelines employed by Willcob Care on site.

## **Quality Management**

- To maintain a high-quality service working in partnership with colleagues to manage services.
- To ensure the service meets, and indeed exceeds, the requirements of the Health & Social Care Act 2008 (Regulated Activities) Regulations 2010 and the Care Quality Commission guidance 'Essential Standards of Quality & Safety'.
- To ensure the delivery of safe, personalised services to each individual service user through assessment, person centred planning and regular outcome focussed reviews of services.
- To ensure compliance with Willcob Care Ltd's Development & Training and Supervision Policies.
- Be responsible for management of Information Governance of Willcob Care Ltd

## **Qualifications**

- RMA or equivalent
- Higher level qualification in Social Work, Healthcare Project Management; BSc/MSc in Management desirable

## **Experience**

- 2 years minimum management experience in health and social care
- Tendering experience in health and social care
- Service development experience in health and social care
- Health and social care project management experience
- Able to prioritise clearly; able to enforce procedures; able to oversee multiple tasks
- Good interpersonal skills; clear communicator
- Good negotiation skills
- Advanced planning, assessment and analytical skills