

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Business Development Manager</b>
<b>Department:</b>	<b>Strategy Directorate</b>
<b>Reports to:</b>	<b>Commercial Director and Divisional Directors</b>
<b>Liases with:</b>	<b>Executive Management Team, internal and external stakeholders, other colleagues in the Trust e.g. Divisional Directors and Divisional Managers</b>

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### Job Summary

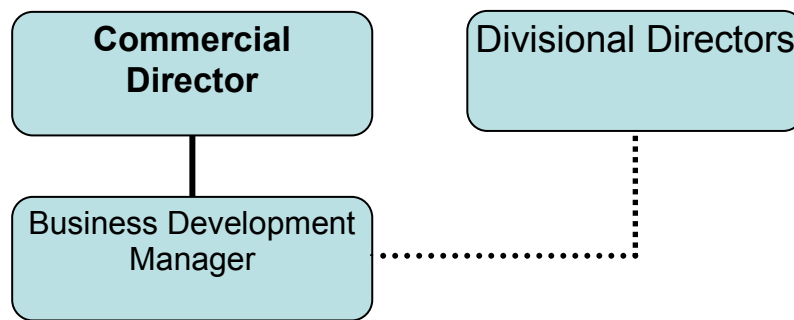
The Business Development Manager will lead on the following, to develop project plans, to lead and coordinate approved actions and activities to ensure delivery of projects on time meeting quality standards and within budget; to support or lead projects or actions approved by the Executive Management Team which require input from the Commercial and Strategy Director; to provide coaching to enhance commercial awareness within the Trust; to identify and develop relationships with a range of stakeholders, both external and internal, to ensure; to support the implementation of a commercial directorate which will be efficient in providing solutions to improve the efficiency within the Trust with concomitant savings in delivery of services and to evaluate and filter projects to maximise growth in Trust's operations; design and develop innovative products to improve service delivery to Trust's captive market.

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Kingston Hospital NHS Trust is embarking on a substantial change strategy which is set to see changes in respect of geographical spread, range of services provided to the community it serves, stakeholders and the way in which service provider will be partnered to deliver quality and efficient extended patient care pathways.

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### Department Structure



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## **Key Responsibilities/Outcomes:**

### **Business Development and Tendering**

Responsible for development and implementation of business development plans identified as part of the Trust/Divisional strategy. Support the ongoing refreshing of Trust/Divisional strategy.

Work with and support the divisional teams to deliver their strategies and, as Business Development Manager, prioritise the balance between driving and supporting.

Act as coach to divisional teams to enhance commercial awareness, as appropriate.

Proactively develop new business relationships with other agencies and organisations.

Identify new opportunities in the marketplace, to include research, information / market analysis.

Generate opportunities for new business through developing contacts where possible and proactively identifying important stakeholders, partners or customers for potentially significant new business development opportunities.

Manage the tender response process and ensure high standard tender responses. Ensure best practice is adhered to from decisions on whether or not to bid, through to contract closure.

Work with service development and finance colleagues and clinical and general management teams, as appropriate, to gather background information to support any pre qualification and tender process.

To develop business cases for service development (including analysing of data, making recommendations and development of budgets) and contribute to the review of services in order to meet the commissioners criteria.

To co-ordinate the assessment of potential new service developments and provide recommendations to the Commercial Director and the Director of Strategy.

Develop and maintain effective systems for recording business development activities.

### **Marketing**

Support the Commercial Director and Director of Strategy in developing and maintaining a marketing strategy. To support the Trust in identifying new opportunities for increasing market share developing and refining the Trusts Business Strategy through regular market analysis.

Working with Clinical Divisions, develop and implement marketing plans based on the marketing strategy.

To ensure that the Trust benefits from the use of market intelligence to understand the local approaches to NHS reforms, and using this to support growing market share or new markets and amend access strategies accordingly.

Actively seek out the views of commissioners, GPs and other external partners in relation to services provided by the Trust.

Ensure the availability of comparative benchmarking data to enable the Trust to establish a strong market position.

Determine market research activities which ensure the Board has an accurate and up to date view of its business environment and its relative position within it.

Develop a GP relationship management strategy that includes a programme of GP visits to understand GP requirements and the extent to which these are being met. Manage GP/Consultant Forum and any other initiatives.

Identify areas of potential service growth as well as areas of concern or areas under threat as a result of market analysis and business intelligence and work with services to respond to challenges.

Pursue commercial opportunities from intellectual property and research and development.

Responsible for ensuring Trust adherence to the Code of Practice for the Promotion of NHS Funded Services and the NHS Marketing Code (2006).

### **Project Management**

Develop and agree project plan with clear timelines, objectives, deliverables and outcome measures.

Be responsible for the efficient and effective use of resources and budgets devolved to the role/projects developed within the context of the role. (Budget in the region of XXX/annum).

Ensure projects progress in accordance with the agreed project plan, ensuring that they are delivered on time and to budget.

Ensure that regular reports are produced identifying progress against the project plan and highlighting any significant risks, identifying areas of poor performance/project performance and managing/implementing any remedial action required

To lead and manage project groups for the duration of a project. To include, determining who should be a member of the group; allocating work and reviewing performance and progress of group members.

Establish appropriate meeting structures, membership and terms of reference.

Ensure, where multiple projects are linked, that all projects run in accordance to project plan and overall objectives are met in timely fashion and ensure that the

implications of a delay on one project are managed in context with other dependent projects.

Prepare for, and deliver, post project evaluation.

### **Education and Training/Self-Development**

Identify own training and development needs and undertake appropriate training/education as required.

Adhere to all Trust Policies and Health & Safety, as applicable.

Participate in an annual individual performance review process where objectives will be agreed, performance monitored and personal development needs discussed.

Act responsibly in respect of colleague's health, safety and welfare following safe work practices and complying with the Trust's health and safety policies.

*This job description is not intended to limit the scope and extent of the job to be undertaken and will be subject to review and alteration as necessary, following discussion with the postholder.*

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**PERSON SPECIFICATION**

**Job Title: Business Development Manager**

Criteria for Selection	Essential Requirements	Desirable Requirements	Assessment Method
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree qualification or equivalent.</li> <li>• Post graduate management qualification (e.g. MBA) or equivalent experience</li> <li>• Post graduate project management qualification or equivalent experience</li> </ul>		
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Minimum of 5 years experience at a senior level, ideally within the healthcare industry</li> <li>• Proven project management experience, ideally within the healthcare industry</li> <li>• Proven track record of business growth through tendering</li> <li>• Proven record of developing contracts, ability to effectively complete negotiations and manage contracts</li> <li>• A proven track record in successfully formulating capital expenditure proposals for complex projects and delivering anticipated benefits</li> <li>• Proven business development experience at senior manager level</li> <li>• Proven ability to project manage multiple projects at any one time</li> </ul>	<ul style="list-style-type: none"> <li>• 'Change Champion' – able to demonstrate evidence of delivering a change programme to achieve targets set - experience of effectively applying change management skills in an environment influenced both by internal and external changes</li> <li>• Experience of key stakeholder management</li> <li>• Management and training/coaching experience</li> </ul>	
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Strong interpersonal skills</li> <li>• Confident communicator, willing to represent the Trust within the region</li> <li>• Influencing and persuasion skills</li> <li>• Data collation and analytical skills</li> <li>• Developed report writing and business case skills</li> <li>• Ability to write for a range of audiences</li> </ul>		
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Understanding of NHS, current health agenda (high quality care for all, world class commissioning, choice, co-operation and competition agendas), including primary care strategies</li> <li>• Good financial awareness and control</li> <li>• Self starter and good knowledge of office software</li> <li>• Able to demonstrate experience of being patient centric in approach to business development</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and experience of delivering work stream solutions which include clinical services, governance and compliance, estate, IM&amp;T etc.</li> <li>• Understanding of the financial imperatives within a Trust</li> </ul>	

<b>Other</b>	<ul style="list-style-type: none"> <li>• Highly energetic, proactive and driven to succeed and achieve outputs</li> <li>• Creative, innovative and versatile, able to see the broader picture</li> <li>• Able to energise, shape, direct and motivate a team to ensure successful delivery of projects on time within budget</li> <li>• Able to communicate financial information to project teams</li> <li>• Team player, able to build rapport and credibility with senior management and clinical team to deliver results</li> </ul>		
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**There are 2 vacancies available at Kingston Hospitals NHS Trust and they will report to the Commercial Director who reports to the CEO.**