



## Job Description

Job Element	
<b>Job title:</b>	<b>Business Development Manager – Workforce Services</b>
<b>Division:</b>	Workforce – Commercial Team
<b>Reports to:</b>	Business Development Director
<b>Sales Territory:</b>	East of England
<b>Location:</b>	The role is regional, based from home (but with extensive travel) with a focus on NHS new business sales.
<b>Job summary:</b>	<p>This position reports directly to the Business Development Director. The role is regional, based from home and the focus is NHS new business sales.</p> <p>The role involves selling Liaison’s Workforce Services into NHS Provider organisations.</p> <p>This requires the individual to be able to work with a broad range of NHS stakeholders; from Executive level down to middle management. This involves meeting these key stakeholders at their organisation, attending exhibitions and presenting at industry events.</p> <p>The focus is new business, with additional responsibility for contract renewals and up-selling. The role is supported by extensive lead generation including marketing campaigns and exhibition attendance.</p>
<b>Qualifications:</b>	<ul style="list-style-type: none"> <li>• Minimum A Level or equivalent</li> <li>• Undergraduate Degree or equivalent desirable</li> </ul>
<b>Profile:</b>	<p>Essential:</p> <ul style="list-style-type: none"> <li>• Demonstrable sales experience with a proven track record in new business sales and account management</li> <li>• Clear ability to demonstrate the ability to develop relationships and sell to senior NHS executives</li> <li>• Ambitious, determined and able to work remotely</li> <li>• Clearly able to work to targets and work under pressure with a desire to achieve</li> <li>• Excellent written and verbal communication skills</li> <li>• Ability and willingness to work in a small company and fast changing environment</li> <li>• Passion for working with the NHS to deliver savings and efficiencies</li> </ul> <p>Desirable:</p> <ul style="list-style-type: none"> <li>• Considerable experience either selling to the NHS or selling workforce products to large organisations, ideally both. Experience in the public sector an advantage also</li> <li>• Understanding of the NHS workforce industry is desirable</li> </ul>

<p><b>Principal Tasks and Activities:</b></p>	<ul style="list-style-type: none"> <li>• To deliver the targeted sales for those services in line with the monthly sales plan</li> <li>• Gain a full understanding of your assigned accounts to maximise selling opportunities</li> <li>• To ensure maximum repeat business within key services ranges core to the success of Liaison</li> <li>• To work closely with the Senior Account Managers and Client Service teams within Liaison to gain a full understanding of the operational activities and sales opportunities in your region.</li> <li>• To work closely with the other Business Development Managers to maximise the opportunities for all Liaison products including Financial services and new products</li> <li>• To hold regular sales meetings with various clients</li> <li>• To attend conferences, exhibitions and events, maximising client contact and building strong relationships</li> <li>• To understand the marketplace and identify any additional service or product opportunities not currently satisfied by Liaison services, but would integrate and deliver additional value to the client</li> <li>• To represent Liaison in a highly professional manner</li> <li>• To support the delivery team in ensuring customer satisfaction</li> </ul>
<p><b>Miscellaneous:</b></p>	<p>In addition the post holder will be expected to:</p> <ul style="list-style-type: none"> <li>• Undertake training and development deemed necessary for the pursuance of the post.</li> <li>• Ensure that Health &amp; Safety is observed in the course of employment.</li> <li>• Comply with the contract of employment and company policies and procedures.</li> <li>• Comply with any reasonable requests which may be communicated by the company from time to time</li> </ul> <p>This job description does not attempt to define, in detail, all duties and responsibilities and may be subject to periodic review and alteration by the company.</p> <p>The Information Security Management System applies to the Liaison Information System and relevant assets incorporating recovery and compliance services to the public sector.</p>