

**JOB DESCRIPTION**

JOB TITLE: Business Development Manager

RESPONSIBLE TO: Commercial & Business Development Director

REPORTS: GP & Consultant Engagement Manager, Enquiries and Bookings Coordinator

KEY RELATIONSHIPS: Consultants, GPs, Theatres, Service Managers, Marketing and Communications, Admissions/Bookings, Outpatient services

Role Summary

The Business Development Manager is primarily responsible for leading on a range of Business Development projects and working with both new and existing Consultants to increase the activity and revenue of the Hospital in line with budget targets. This will involve identifying the Consultants whose work with KEVII has the opportunity to grow, as well as bringing appropriate new Consultants to the Hospital.

The Business Development Manager will work closely with the Commercial and Business Development Director, as well as other key internal and external stakeholders to develop and implement the Business Development strategy.

The role will involve holding formal and informal meetings with Consultants, and other key stakeholders, to understand where opportunities lie, prioritise, and then put together follow up plans to ensure they develop patient activity. This will also involve working closely with the Marketing and Communications Department so that it provides relevant support to Consultants. There will be a Consultant and GP Engagement Manager reporting to the Business Development Manager to support in this activity.

The Business Development Manager will also have responsibility for the Enquiry and Bookings team who have responsibility for handling incoming enquiries and working with Medical Secretaries to secure appointment bookings.

Key Duties & Responsibilities

* Support development of the overarching Business Development Strategy and Implementation plan.
* Lead in the budget planning for Consultant activity as well as the plan to support the delivery of the budget.
* Lead on Consultant engagement, providing direction and leadership to the Consultant and GP Engagement Manager, building strong relationships to gain consultants loyalty and increase their referral contribution to the Hospital. This includes inducting and embedding all new Consultants, and will involve liaising with other Heads of Department to ensure that their needs are met in terms of outpatient clinics, theatre time, equipment and marketing/promotion.
* Monitor and review monthly revenue/referral activity in order to continuously drive the right activities to build referral activity.
* Ensure GPs are aware of the services of the hospital as well as the Consultants and how to refer to them.
* Ensure that the hospital has an efficient inquiry handling service such that it attracts and converts inquiries into patient appointments that drive activity and revenue.
* Plan and execute a range of events that promote hospital services and drive Consultant and GP engagement
* Represent the hospital at external meetings and to a variety of stakeholders as required

Team Management

* Provide leadership and management of the Consultant and GP Engagement Manager and the Enquiry and Bookings Team, including reviewing performance through annual appraisal and supporting team and individual development.
* Work as part of the wider hospital team maintaining effective relationships with other departments

KPIs

* Delivery of Business Development Plan
* Consultant activity and revenue budgets
* Theatre utilisation targets
* Outpatient Activity targets
* GP referral volumes to Consultants and to the Hospital

Person specification

* A minimum of 5 years experience in Business Development, preferably within a private healthcare environment.
* Excellent interpersonal skills and in building strong working relationships with healthcare professionals
* Project management
* Target driven
* Confident with the ability to communicate at all levels
* Excellent team player
* Persistent and tenacious
* Persuasive