

**JOB DESCRIPTION**

JOB TITLE: Head of Business Development

RESPONSIBLE TO: Commercial Director

REPORTS: GP and Referrer Engagement Officer, International Liaison Manager, Contact Centre Manager

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

Role Summary

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

The Head of Business Development will work closely with the Commercial 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 increase patient activity. This will also involve working closely with the Marketing and Communications Department to ensure that appropriate and relevant support is provided to Consultants. The GP and Referrer Engagement Officer, reporting to the head of Business Development, will support this activity.

The Head of Business Development co-ordinates the relationship management and support to the Consultant body and is supported by the International Liaison Manager, GP and Referrer Engagement Officer and the Contact Centre Manager.

Key Duties & Responsibilities

* Development of the overarching Business Development Strategy and Implementation plan.
* Lead in the budget planning for Consultant activity and revenue as well as the plans to support the delivery of the budget.
* Lead on Consultant engagement and coordinate and facilitate Consultant and Specialty meetings to optimise relationships, engagement and development opportunities
* To provide support, leadership and direction to the GP and Referrer Engagement Officer, International Liaison Manager and Contact Centre Manager
* To build strong relationships and gain Consultant’s loyalty and to 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 the Consultant’s needs are met in terms of outpatient clinics, theatre time, equipment, support and marketing/promotion.
* Monitor and review monthly revenue/referral activity in order to continuously drive the right activities to optimise profitability and to build referral activity.
* To build strong relationships with Finance to support effective financial administration and the monthly analysis and reporting of performance
* To work closely with and support the Marketing and Communications team to promote the hospital, its services and Consultants.
* Ensure GPs and Referrers are aware of the facilities, developments and services of the hospital as well as the practicing Consultants and how to refer to them.
* Ensure that the hospital has an efficient inquiry handling and bookings service such that it optimally 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, GP and Referrer engagement.
* Provide monthly reports for the Executive Committee, Board of Trustees and various board sub-committees.
* Represent the hospital at external meetings and to a variety of stakeholders as required.

Team Management

* Provide leadership and management to the GP and Referrer Engagement Officer, International Liaison Manager and Contact Centre Manager, supporting them in the effective delivery of their roles and including reviewing performance through annual appraisal and supporting team and individual development.
* Work as part of the wider hospital team and developing and maintaining effective relationships with other departments.

KPIs

* Delivery of Business Development Plan
* Revenue delivery targets
* Profit improvement targets
* Consultant activity, loyalty and engagement
* Theatre utilisation targets
* Outpatient Activity targets
* GP and Referrer referral volumes to the Hospital and our Consultants

Person specification

* A minimum of 5 years experience in Business Development, preferably within a private healthcare environment.
* Proven experience at engaging with colleagues across the business and more widely to develop robust and thorough business cases, and to evaluate new business opportunities and service developments, balancing and managing competing priorities and opportunities.
* Excellent interpersonal skills and in building strong working relationships with healthcare professionals and colleagues across the business
* Well-developed project management, analysis and prioritisation skills
* Sufficient financial acumen and experience to be objective and effective in the development and assessment of business development opportunities and the development of business cases
* Target driven, persuasive, persistent and tenacious
* Confident with the ability to communicate at all levels
* A natural and excellent team player