



Job Description

Job Element	
Job title:	Business Development Manager – Workforce Management
Division:	Commercial - Sales
Reports to:	Sales Director – Workforce Management
Sales Territory:	Regional (TBC)
Location:	The role is regional, based from home (but with extensive travel) with a focus on NHS new business sales.
Job summary:	<p>This position reports directly to the Sales Director for WFM. The role is regional, based from home and the focus is NHS new business sales.</p> <p>The role involves selling Liaison’s Workforce Management 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, exhibition attendance and a dedicated telesales team.</p>
Qualifications:	Minimum A Level or equivalent. Degree desirable.
Profile:	<ul style="list-style-type: none"> • At least 7 years sales experience with a proven track record in new business sales and account management • Considerable experience either selling to the NHS or selling workforce products to large organisations, ideally both. Experience in the public sector an advantage also. • Understanding of the NHS workforce industry is desirable. • Clearly able to demonstrate the ability sell to senior executives • Ambitious, determined and able to work remotely • Clearly able to work to targets and work under pressure with a desire to achieve • Graduate education with excellent written and verbal communication skills • Able and willing to work in a small company and fast changing environment

<p>Principal Tasks and Activities:</p>	<ul style="list-style-type: none"> • To deliver the targeted sales for those services in line with the monthly revenue plan • Gain a full understanding of your assigned accounts to maximise selling opportunities • To ensure maximum repeat business within key services ranges core to the success of Liaison • 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. • To work closely with the other Business Development Managers to maximise the opportunities for all Liaison products including VFM services and new products • 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 • To represent Liaison in a highly professional manner • To support the delivery team in ensuring customer satisfaction
<p>Miscellaneous:</p>	<p>In addition the post holder will be expected to:-</p> <ul style="list-style-type: none"> • Undertake training and development deemed necessary for the pursuance of the post. • Ensure that Health & Safety is observed in the course of employment. • Comply with the contract of employment and company policies and procedures. • Comply with any reasonable requests which may be communicated by the company from time to time <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>