



Job Description

| Job Element | |
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| Job title: | Business Development Manager – Workforce Services |
| Division: | Workforce – Commercial Team |
| Reports to: | Business Development Director |
| Sales Territory: | North West England |
| 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 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> |
| Qualifications: | <ul style="list-style-type: none"> • Minimum A Level or equivalent • Undergraduate Degree or equivalent desirable |
| Profile: | <p>Essential:</p> <ul style="list-style-type: none"> • Demonstrable sales experience with a proven track record in new business sales and account management • Clear ability to demonstrate the ability to develop relationships and sell to senior NHS executives • Ambitious, determined and able to work remotely • Clearly able to work to targets and work under pressure with a desire to achieve • Excellent written and verbal communication skills • Ability and willingness to work in a small company and fast changing environment • Passion for working with the NHS to deliver savings and efficiencies <p>Desirable:</p> <ul style="list-style-type: none"> • 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 |

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| <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 sales 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 Financial services and new products • To hold regular sales meetings with various clients • To attend conferences, exhibitions and events, maximising client contact and building strong relationships • 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> <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> |