

Job Description

Job title:	Senior Business Development Manager (NHS and international) one-year fixed term with option to convert to permanent
Salary:	£55,000 - £65,000 per annum + commission structure
Location:	Remote with occasional meetings in London
Hours:	0.6 – 1 WTE
Reports to:	Director of Business Development

Role summary

As a Business Development Manager at 33n, you will play a vital role in expanding our presence in the NHS and international markets. You will be responsible for identifying and converting new business opportunities, cultivating relationships with key stakeholders, and driving revenue growth in line with 33n's strategy. Your focus will be keeping up to date with the changing NHS environment, promoting our services with commissioners, developing strategic partnerships and negotiating and writing contracts.

Our company

33n supports clinicians and organisations to deliver transformation and workforce redesign projects combining clinical insight and data analysis to improve the quality, safety and efficiency of services for patients and staff.

Founded by clinicians, our goal is to provide sustainable solutions to the changing needs of the healthcare system, support the recovery of services, increase productivity, encourage staff retention and shape services for the future. We offer a range of services, products and training to support system transformation to happen at pace – delivering innovation projects and equipping frontline staff with delivering innovation projects and equipping frontline staff with the skills to develop new models of care.

We deliver the national CLEAR transformation programme which was originally developed in partnership with Health Education England and is now sponsored by NHS England, regions and systems. Since launching in 2019, we have completed more than 45 projects across key NHS priority areas with productivity gains of more than £20m.

Our mission: Improving people's lives

Our values

1. We work as a team and value differences

We listen and value everyone's contribution, appreciating diverse perspectives, treating each other with kindness and empathy. We seek to maximise internal and external collaboration between 33n and the organisations we work with – recognising that we achieve more when we collaborate and work together.

2. We strive for excellence

We set ambitious goals and push boundaries to exceed expectations striving for excellence in everything we do. We cultivate a culture where every team member is empowered to learn, improve, and deliver their best. We recognise and celebrate achievements, understanding that our success is a collective effort fuelled by individual high performance.

3. We drive innovation

We encourage creativity and initiative. We seek new ways of doing things and empower colleagues and clients to think outside the box and share their innovative ideas. This mindset of innovation fuels our growth and makes 33n a fulfilling and inspiring place to work.

Main responsibilities

This role sits within the Business Development, Communications and Marketing team reporting to the Head of BD, Communications and Marketing. At times, they may be required to support other functions.

The successful Business Development Manager will have the following responsibilities:

Core Business Development activity

- Identify and pursue new business opportunities within the NHS and international healthcare sectors in line with 33n's strategic objectives and core products.
- Explore opportunities for growing 33n's business, such as new markets, partnerships, or innovative approaches, develop strategies and present recommendations to the BD Director, Head of BD and BD Operational Management Team for consideration.
- Build and maintain strong relationships with key decision-makers, stakeholders, and influencers in target markets.
- Prepare and deliver compelling presentations, proposals, and demonstrations to potential clients.
- Provide regular reports and updates on sales activities, revenue forecasts, and market insights to the management team.
- Develop client relationship management in target markets and play key role in the roll out of CRM platform
- Gain thorough understanding of the market, contribute to market research and collaborate with delivery and product teams to enhance our solutions, software and educational products, and consultancy offers in line with market insight
- Play a key role in developing a collaborative and supportive environment within the business development team, encouraging knowledge sharing and cross-functional collaboration.
- Support the director and head of business development in monitoring and managing the sales pipeline, communicating key metrics with the senior leadership team and liaising with the product and delivery teams to ensure accurate forecasts for finance, scheduling and resource management.
- Regularly evaluate and optimise business development processes, strategies, and tools to enhance efficiency and effectiveness.

- Understand 33n's company vision and play a key role in BD elements of the strategy (e.g. market analysis, competitor research, pricing strategies) in collaboration with the rest of the BD team and wider business.
- Independently manage key parts of the end-to-end sales process, from prospecting and lead generation to contract negotiation and closure while engaging with delivery and product teams in the process.
- Engage the delivery team and project managers at the appropriate time in the sales process and provide detailed and comprehensive hand-over of information and relationships to support the effective initiation of the project.
- Stay up-to-date with NHS and healthcare market and emerging technologies in the sector.
- Attend conferences, trade shows, and networking events to promote 33n brand, services and products and establish industry connections.

Cross team working

- Collaborate with 33n teams to ensure smooth project implementation and client satisfaction (including education, delivery, client relations and project management)
- Play key role in communications between the business development team and other departments enabling clear communication and alignment of goals and objectives

Building Business Development Capability

- Identify training needs across 33n and collaborate with the appropriate stakeholders to develop, implement and evaluate Business Development training and development programmes.
- Provide mentorship, guidance, and coaching to team members to enhance their business development skills and performance.
- Stay updated on the latest industry trends, market dynamics, and best practices in business development, and share relevant knowledge and insights across 33n and within the team.
- Participates in the design and development of new educational material.

People, process and content

- Solve problems with people and process proactively as they arise.
- Proactively provide feedback to wider 33n staff from other functions involved in the BD and lead development process, empowering others to win work
- Works as a friendly, professional, and empathetic member of the team, recognising individual strengths and contributions of team members.

The job description is not an exhaustive list of duties, and the post holder will be required to undertake any other reasonable duties discussed and directed by the business.

Person Specification

Criteria	Essential	Desirable	Measured by
Qualifications	Bachelor's degree or equivalent qualification/experience in either business development or consulting	MBA or master's degree	CV and application
Experience	<p>Significant experience leading and completing work in either business development, advisory services or consulting.</p> <p>Business development experience: Proven track record of successful business development in the healthcare sector, particularly with the NHS and international markets.</p> <p>Strong understanding of the NHS structure, policies, and procurement processes.</p> <p>Experience in selling healthcare consultancy and technology solutions</p> <p>Motivation and leadership:</p> <p>Evidence of leading teams in ways that encourages team member development, supporting individual and collective goals, and can adapt leadership style to fit and meet challenges.</p> <p>Problem-solving: Evidence of breaking down problems into their component parts, identifying and addressing key issues to achieve a positive outcome.</p> <p>Evidence of an ability to critically analyse data – including understanding of its limitations – to ensure impacts</p>	<p>Strong understanding of the healthcare industry and major trends in the geography in which client projects are delivered.</p> <p>Previous experience of research, education, or health policy.</p> <p>Demonstrated expertise in driving change</p>	Application & Interview

	<p>and quality of outcomes and outputs.</p> <p>Client Management:</p> <p>Experience of dealing with difficult situations where influencing, reassurance and negotiation is required.</p> <p>Demonstrated ability to think strategically, identify opportunities, and develop innovative solutions to meet client needs.</p> <p>Communication:</p> <p>Excellent negotiation, presentation, and communication skills, with the ability to effectively engage and influence stakeholders at all levels.</p> <p>Clear and effective communication approach, including experience in leading/charing groups, meetings, workshops etc.</p> <p>Ability to adapt quickly to the use of new technology for communication and collaboration.</p>		
<p>Other skills</p>	<p>Proficiency in the Microsoft Office 365 suite (including Microsoft Word, Excel, PowerPoint, and Outlook).</p> <p>Experience of designing and using a CRM system.</p> <p>Experience of working in software for the purposes of team collaboration such as Teams, Blackboard, Miro etc.</p> <p>Excellent written and oral communication skills with demonstrated experience speaking and writing clearly and convincingly.</p>	<p>Experience with Monday.com</p>	<p>Application & Interview</p>

	Excellent organisational skills with ability to prioritise own workload and that of others to meet deadlines.		
Personal attributes	<p>Strong interpersonal and teamwork skills.</p> <p>Recognises the importance of working as a team to achieve good outcomes.</p> <p>Ability to work effectively independently and to consistently meet or exceed performance expectations.</p> <p>Ability to work calmly under pressure, with fluctuating volume of work and conflicting/tight deadlines whilst prioritising own workload.</p>		Application & Interview