

Regional New Business Development Manager



Job Framework

Job Title	Regional Business Development Manager	Cost Centre	61100
Location	London and the South East	No. of Direct Reports	0
Reporting to	Director of Business Development and UK Contracts	Budget Responsibilities (Y/N)	Y

The Function

Marie Stopes UK is a reproductive health charity, best known for its abortion services which help 70,000 women a year. Our network of welcoming clinics and local community services, together with a 24 hour confidential helpline work, provide high quality, safe, accessible and compassionate advice, care and support for the women and men who need us. 95% of our services are commissioned by the NHS.

Our clinic network is growing as part of our strategy to be the charity of choice for the women and men who turn to us for help, and for our funders. Our influence is growing too, as we work to increase public and political understanding of the issues women and men face in making reproductive choices.

We're looking for people who share our drive to provide the best quality care to everyone who needs our services to join our committed teams of clinical, management and support staff.

We're proud to be champions for reproductive choice, and we work hard every day to make a reality of women's rights to decide whether and when to have children.

The Role

The Regional Business Development Manager is primarily responsible for the delivering new business objectives in line with organisational strategy and local KPIs, overseeing contract management in the region, tender management and external stakeholder engagement

Business Development

This role is responsible for Identifying and developing new income streams, while maximizing funds from existing sources and keeping MSUK's business up to date with trends in market development

Contract Management

To support the Regional Operations Manager to ensure all contracts are maintained as per contractual requirements.

Risk assess all contracts against agreed template.

Manage fee and contract negotiation in the region

Tender Management

Responsible for sourcing potential tender opportunities Project Managing the bid process across all functions to ensure all bid submissions are of a high standard; accurate and professional

External Relationships

Working in partnerships with key stakeholders in region to increase organizational reputation as a market leader in high quality, accessible abortion service provision.

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Key Responsibilities

- **Research and development of new opportunities to increase business in MSI**
- Analysis of business potential in the region
- In liaison with the Director of Contracts and Business Development, plan new business strategy for the region in line with MSUK business planning process
- Implement new business strategy for the region for both new and existing contracts
- Increase business and income within the region and lead in the negotiation of new contracts
- Keep abreast of proposed changes in healthcare and identify the opportunities or threats these may present to MSUK
- Identify and respond to opportunities and potential threats
- Liaise with the Director of Contracts and Business Development to contribute to business planning
- Ensure MSUK is aware of all relevant tender opportunities
- Produce and submit high quality tender documentation in liaison with the Director of Contracts and Business Development
- Collaborate with other MSUK teams to communicate and strategise on new business development opportunities
- Identify areas to enhance service provision by opening local centres to include early medical abortion
- Production of robust business cases to support the opening of new centres
- Develop relationships and network with potential external stakeholders
- On-going market research to identify local information on pricing, changes to service provision and new contract opportunities
- Provide competitor analysis and updates; develop a market intelligence function
- **Management of NHS Contracts**
- Link with Regional Operations Manager with responsibility for management of contracts in each centre
- Support the Regional operations Manager to ensure contract is maintained as per contractual requirements
- Attend quarterly review meetings for those contracts identified as high or medium risk
- Attend one quarterly review meeting per annum for those contracts identified as low risk
- Buddy with local centres to advise on effective management of contracts
- Manage fee and contract negotiation in the region

Functional Responsibilities (continued)

Marketing

- Arrange and attend meetings and presentations to key healthcare stakeholders
- Research and attend key conferences and exhibitions as required
- Liaise with ??? on any potential new marketing initiatives
- Be active, drive and contribute to the development and implementation of local marketing strategies
- Provide information on local advertising and promotional opportunities
- Provide information and feedback on health professionals to assist marketing to these groups

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Experience (essential/desirable)

- Sound knowledge of the healthcare sector (ideally sexual and reproductive health)
- Previous experience in contract tendering and relationship management
- Previous track record in business improvement and growth
- Significant expertise in all areas of new business development including strategy, forging partnerships and project reporting
- Previous healthcare sales/marketing experience
- Used to presenting to both small and large groups
- People management experience
- IT literate
- Negotiation techniques
- Excellent organisational and time management skills

Qualifications and Training (essential/desirable)

- GCSE standard or equivalent in Maths and English
- Ideally educated to degree level or equivalent
- Full drivers licence, own car

Personal Attributes

- Pro-active with excellent use of initiative
- Diplomatic
- Confident
- Enthusiastic and self-motivated
- Flexible and reliable
- Persistent/tenacious
- Team player
- Committed to personal development
- Pro-choice
- Strong interpersonal and professional communication skills; both written and verbal
- Ability to achieve results
- Accuracy and attention to detail

MSI Behaviours and Values

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Team Member Behaviours

Work as One MSI

- You contribute, use, and share accurate data and evidence to improve understanding, insight and decision-making across MSI, enabling us to maximise our ability to influence others
- You share relevant knowledge, expertise and resources to strengthen teamwork and prevent duplication of effort
- You actively work as part of a team, providing support and flexibility to colleagues, demonstrating fairness, understanding and respect for all people and cultures.

Show courage, authenticity and integrity

- You hold yourself accountable for the decisions you make and the behaviours you demonstrate
- You are courageous in challenging others and taking appropriate managed risks.

Develop and grow

- You seek feedback to enable greater self-awareness and provide the same to others in a way which inspires them to be even more effective
- You manage your career development including keeping your knowledge and skills up to date.

Deliver excellence, always

- You strive to consistently meet and exceed expectations, putting clients at the centre of everything, and implement smarter, more efficient ways of performing your role
- You build and maintain effective long-term working relationships with all stakeholders, and are a true MSI ambassador.

Leadership (For Leaders only)

- You inspire individuals and teams, through situational leadership, providing clear direction
- You seek and provide opportunities which motivate team members, helping to develop skills and potential whilst strengthening our talent and succession pipeline
- You are aware of emerging developments in our sector, demonstrating strategic insight about our clients and business and encourage this in your team
- You articulate a vision of the future which inspires and excites others.

MSI Values

- **Mission driven:** With unwavering commitment, we exist to empower women and men to have children by choice not chance
- **Client centred:** We are passionate about our clients and dedicate our efforts to delivering agreed objectives to the highest possible quality
- **Accountable:** We are accountable for our actions and take responsibility for everything we do to ensure long term sustainability and increased impact
- **Courageous:** We recruit and nurture talented, passionate and brave people who have the courage to push boundaries, make tough decisions and challenge others in line with our mission.