**Business Development Manager**

**Title**: Business Development Manager

**Reports** **to**: SPDNS Board of Directors

**Accountable** **to**: SPDNS Board of Directors

**Based** **at**: SPDNS offices, 449 London Road, Westcliff on Sea, Essex, SS0 9LG

**Company Description**

SPDNS Homecare is a Community Interest Company. We provide care at home for adults and older people and Hospice at Home, a partnership with St Luke’s Hospice. Our staff and the people we care for and their families really matter to us. Our services are rated outstanding and good by the Care Quality Commission. We value or staff, their compassion, loyalty, commitment and dedication, and are very proud of the difference they make to people lives every day. Having celebrated our 40th Anniversary this year we have gone through a period of reviewing the business which has included rebranding, a new website and we now need to develop and increase the business.

**Job Summary**

This is an exciting opportunity for someone with business development or project management skills, drive and enthusiasm to develop the business for the next decade and beyond, working with Senior Managers and the Board of Directors. We have built an excellent reputation and are highly regarded by Commissioners, partners and stakeholders providing community based care and support.

**Responsibilities**

* responsible for the day to day management of the business and ensuring that the company fully complies with all legal and statutory obligations
* Data Controller responsible for compliance with GDPR
* overall financial management of the business and reporting to BOD, working with the Finance Team
* guidance and support for Senior Managers
* manage all contracts, service level agreements & partnership agreements
* respond to tender opportunities, prepare and fully cost bids/submissions, attend presentations
* develop relationships with decision makers, commissioners and significant health and social care professionals
* be familiar with key people in the relevant Local Authorities, Primary Care Networks, Hospitals and Health Services, Integrated Health & Social Care Teams
* develop relationships with local Third Sector organisations to closely collaborate and establish consortia and partnerships
* research and identify business opportunities
* maintain a robust pipeline of opportunities by maintaining, growing influencing and leveraging your networks
* ensure that you are involved in and contribute to all opportunities for consultation and service developments with Local Authorities and Integrated Teams
* in conjunction with Senior Managers and Board of Directors develop marketing and recruitment plans detailing weekly, monthly and annual activities focused on meeting or exceeding established goals
* Assist in the formulation of marketing strategy, ensuring that marketing materials and all other forms of promotion accurately and persuasively represent the service, the quality and value
* promote the work of SPDNS and seek opportunities for community engagement
* be involved in recruitment activities – recruitments fairs, sector based work academy, Job Centre plus, Colleges offering health & social care apprenticeships
* create and maintain joined up messaging and social media campaigns
* develop a social media strategy to promote SPDNS
* provide leadership to the service and take responsibility for its management and administration within the SPDNS governance and accountability frameworks
* ensure on an ongoing basis that the service has all the necessary resources to operate effectively & provide a high quality service
* ensure that the service fulfils its regulatory and legal obligations
* Provide leadership, support and direction to all staff
* Ensure that staff comply with SPDNS policies & procedures
* Regularly evaluate the service using feedback from clients & staff
* work in cooperation with our landlord and maintain the SPDNS office in a good condition in line with the office maintenance plan
* lead on marketing and social media activities for the business

**Working with Senior Managers and Directors**

* seek their views and regularly review progress with business goals and objectives
* ensure that continuous improvement initiatives are embedded throughout the service

**Key Relationships**

Senior Managers and Directors

Key stakeholders in health and social care

Chief Executives of Third Sector leaders

**Role requirements**

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| **REQUIREMENTS** | **ESSENTIAL** | **DESIRABLE** |
| Educational / qualifications | Degree level qualification  Project Management/Business Management experience  Knowledge of home care sector | Experience in health & social care  Registered Nurse  Social Worker |
| Abilities and Experience | Financial awareness, previous budgetary responsibility  Branding & marketing knowledge  Excellent leadership, communication and motivational skills and IT skills  Statistical analysis & report writing  Ability to implement strategic development  Proven ability to take the lead and to get things done  Commitment to the success of the service  Experience acting as ambassador/representing an organisation  Good at networking and building relationships, patient and good humoured. | Knowledge of governance processes and CQC requirements  Previous operational/service delivery experience in a community health or social care setting |
| Personal Characteristics and Qualities | Highly professional, good social skills, non-judgemental and approachable, with a high level of personal integrity.  Excellent communicator enjoying networking and meeting people in diverse settings.  Methodical and well organised Able to effectively time manage and prioritise workload  Motivated, committed and able to motivate others. |  |