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| **JOB DESCRIPTION** | |
| **Job title:** | Business Development Director |
| **Team/Department:** | CLEO Systems |
| **Location:** | Remote hybrid (occasional travel to Ashford Kent) |
| **Hours of work:** | Full time 37.5 hours per week Monday to Friday |
| **Job title the post holder will report to:** | Director, Commercial Sales & Marketing |
| **Job titles reporting to the post holder:** | Business Development Manager |
| **Date the role profile was revised:** | 24th October 2024 |
| **JOB PURPOSE**  As Business Development Director, you will be a driving force in accelerating revenue growth, expanding CLEO Systems' market presence, and leading high-impact sales initiatives.  You will leverage your commercial expertise to secure new business, forge strategic partnerships, and lead sales campaigns to establish CLEO Systems as a dominant player in the UK healthcare software market. You will take ownership of the business development cycle, from prospecting to closing, and work cross-functionally to meet and exceed revenue targets.  CLEO Systems 24 Ltd is a wholly owned subsidiary of Integrated Care 24 Group (IC24). More information on the companies can be found on the websites [www.cleosystems.com](http://www.cleosystems.com) and [www.ic24.org.uk](http://www.ic24.org.uk) respectively.  You have experience in commercial business development, including success of developing business and partnerships within UK healthcare. You have a proven ability to build relationships with a broad range of stakeholders and to lead and sponsor complex projects through to successful delivery. You have a commercial mindset and are comfortable operating in ambiguous environments and in building new commercial and operational structures. You have experience working at a senior level in UK healthcare to take forward initiatives and improvements in patient care and related processes.  Naturally empathetic and customer-focused, you have an entrepreneurial mind-set and a positive attitude. You have an aptitude for inter-personal communication and are able to use these skills in representing CLEO Systems to customer and partner organisations as a senior level ambassador. | |
| **KEY RESPONSIBILITES AND ACCOUNTABILITIES**   * **Sales Leadership**: Drive the achievement of sales and revenue targets by building strong relationships with new and existing clients. Spearhead initiatives to generate business from key NHS stakeholders and healthcare providers. * **Business Growth**: Lead efforts to develop new income streams through the identification of opportunities, managing the business development sales pipeline, and collaborating with internal teams to secure deals. Grow the sales partnerships channel by engaging third-party organizations to promote and sell CLEO Systems products. * **Client Acquisition & Retention**: Develop and execute strategies to acquire new clients while maintaining and expanding relationships with current customers. Utilize a consultative sales approach to understand client needs and position CLEO Systems’ solutions effectively. * **Sales Presentations**: Lead high-impact sales presentations, product demonstrations, and proposal negotiations to convert prospects into customers. Ensure that all sales engagements are professionally managed and that customer needs are met with tailored solutions. * **Partnership Development**: Identify, engage, and secure strategic partners to expand the reach of CLEO Systems' products. Establish partnerships that drive mutual growth and revenue generation. * **Sales Strategy & Reporting**: Contribute to the overall sales strategy, including market segmentation, lead generation, and sales forecasting. Provide regular reporting on sales performance, highlighting key wins, challenges, and action plans to meet targets. * **CRM Management**: Leverage Hubspot CRM to track, manage, and analyse sales activities. Ensure that all customer and partner data is up-to-date, and provide insights to improve sales efficiency and effectiveness. * **Market & Competitor Insights**: Stay informed on market trends, competitor activities, and customer needs to adapt sales strategies and maintain a competitive edge. Provide input into the product development roadmap based on market feedback and customer requirements. | |
| **COMMUNICATION AND KEY WORKING RELATIONSHIPS**  The post holder must be able to demonstrate excellent communication and interpersonal skills at all times, and build and maintain good working relationships with all stakeholders. | |
| **ENVIRONMENT**  CLEO Systems is a subsidiary of healthcare provider IC24, which has been developing IT systems for around 30 years for its own use. CLEO Systems started offering these and other new systems into the marketplace in 2019 as a ‘challenger’ to more established larger systems suppliers – and after 9 months or so, the market is welcoming its innovation and CLEO Systems has already broken-even from a financial perspective.  The parent company IC24 is a major not for profit Social Enterprise company currently providing innovative primary care services designed to deliver quality and affordability. IC24 is solutions-focused, providing a comprehensive portfolio of services aimed at improving access and reducing the demand on secondary care services by helping to avoid unnecessary admissions and facilitating early discharge.  Going forward, the company is committed to supporting and enabling better integration between health and social care and more effective alliances between partners from different sectors as essential to delivering seamless services. IC24 has considerable experience of working in complex, demographically challenged environments and the Board is keen for the organisation to be proactive in improving standards of care and patient safety, while delivering value for money too in the health economies it which it operates. Critical to this is building strong professional relationships and alliances with third parties; working with them in a way that maximises the benefits of their involvement.  We are proud of our status as an NHS primary care social enterprise, and how we deliver social value to the communities we serve and contribute to the wider NHS plans to deliver carbon ‘Net Zero’ and sustainability. To find out more on this and to view our Social Impact Report, please click [here](https://ic24.org.uk/annual-reporting/). | |
| **HEALTH AND SAFETY**  The post holder will be required to comply with the duties placed on employees of CLEO Systems as set out in the Health and Safety at Work Policy and related procedures. The post holder has a legal obligation to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law and following recognised codes of practice.  All Colleagues  You have a duty to take care of your own health and safety and that of others who may be affected by your actions at work. You must cooperate with managers and other colleagues to help everyone meet their legal requirements under health and safety law, and not to interfere with or misuse anything that's been provided for your health, safety, or welfare.  Managers  You must ensure you know and understand your responsibilities as defined in our health & safety policies and associated guidance documents. You must identify and assess any risks to people, property, or the environment and ensure all colleagues you have responsibility for, are aware of all our health and safety policies, understand issues arising from risk assessments, site inspections etc. and deal with any associated concerns. You must ensure that all accidents or incidents involving colleagues within your responsibility, are properly reported, and investigated and that regular inspections are undertaken and recorded to eliminate potential hazards and minimise risks.  Directors  You must ensure that all colleagues and teams within your region and/or department(s), effectively manage health and safety in line with all our health & safety policies and guidance documents. | |
| **EQUALITY AND DIVERSITY**  CLEO Systems and IC24 have a Diversity and Inclusion Policy to ensure that no job applicant or employee is discriminated against either directly or indirectly on the grounds of disability, marital status, sex, race, colour, nationality, ethnic or national origin, sexual orientation, age, religion or political opinion, whilst attracting talented recruits and retaining experienced employees.  We are committed to promoting equal opportunities and diversity and will keep under review its policies, procedures and practices to ensure that, in addition, all users of its services are treated according to their needs. | |
| **INFORMATION GOVERNANCE**  Information is vitally important for the safe clinical management of patient care and the efficient administration of services and resources, including our workforce. Information Governance is a framework to enable CLEO Systems and IC24 to handle personal and corporate information appropriately.  It is the responsibility of our entire workforce, regardless of employment status, to ensure they abide by the requirements of Information Governance as set out in the Data Security & Protection Policy. | |
| **SAFEGUARDING CHILDREN AND VULNERABLE ADULTS**    We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All colleagues and volunteers are therefore expected to behave in such a way that supports this commitment. You will be responsible for safeguarding the interests of children and adults who you come into contact during your work. To fulfil these duties, you will be required to attend training and development to recognise the signs and symptoms of abuse or individuals at risk, to follow local and national policy relating to safeguarding practice and to report and act on concerns you may have appropriately. | |
| **DISCLOSURE AND BARRING SERVICE CHECKS**    CLEO Systems and IC24 will require a DBS check for appropriate roles which is a mandatory requirement and a condition of the employment offer.  All posts are assessed on their eligibility for the post holder to be required to undertake a DBS check. For posts that have been assessed as exempt from the provisions of the Rehabilitation of Offenders Act 1974, CLEO Systems and IC24 will require the post holder to undertake an enhanced DBS check with barred list checks. For posts that have been assessed as being in a position of trust, CLEO Systems and IC24 will require the post holder to undertake a basic DBS check.  This post has been assessed as requiring a basic DBS check. | |
| **REHABILITATION OF OFFENDERS ACT 1974**  Some posts have been assessed as being exempt from the provisions of the Rehabilitation of Offenders Act 1974 and in these cases CLEO Systems and IC24 will require the post holder to disclose all convictions, whether spent or unspent.  This post has been assessed as not being exempt from the provisions of the Rehabilitation of Offenders Act 1974; therefore the post holder is not required to disclose any spent convictions. | |
| **PERFORMANCE AND DEVELOPMENT REVIEW**  This job description will be used as a basis for conducting an individual Performance and Development Review between the post holder and the manager. | |
| **VARIATIONS**  This job description describes the main purpose and key responsibilities and accountabilities of the post. The post holder may be required to undertake any additional duties or responsibilities as may reasonably be required.  This job description is a guide to the nature and main duties of the post as they currently exist, but it is not intended as a wholly comprehensive or permanent schedule and it is not part of the contract of employment.  To reflect changing needs and priorities, some elements of this post may be subject to change and where required, any appropriate communication or consultation with the post holder will be undertaken prior to making any changes. | |

**PERSON SPECIFICATION**

| **Requirements** | **Essential** | **Desirable** | **How identified** |
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| **Qualifications and training** | * Educated to degree-level, or equivalent by experience * Understanding of the healthcare industry * Commercial awareness and experience * Computer literate – with Excel & PowerPoint at high level * Excellent interpersonal skills, including listening, questioning and persuasive communication * Ability to manage own time and take initiative * Customer and service-focus * Able to undertake quantitative analysis, summarise and compile clear reporting of key conclusions and insights * Professional development and willing to keep up to date |  |  |
| **Experience** | * Minimum 8 years’ experience in a senior business development or sales role, preferably within healthcare or software industries * Proven track record in exceeding sales targets and growing revenue streams through direct client acquisition and partnership management * Extensive experience in managing high-level client and stakeholder relationships, particularly within NHS or healthcare software markets * Strong commercial acumen with the ability to create compelling business cases and drive contract negotiations * Proficiency in using CRM systems (Hubspot preferred) to manage and optimize sales pipelines * Experience dealing with sensitive confidential information |  |  |
| **General** | * Results-driven, with a focus on meeting and exceeding sales goals * Excellent interpersonal and communication skills, with the ability to influence and persuade senior stakeholders * Entrepreneurial mindset with the ability to identify opportunities and take initiative * Demonstrate initiative to highlight and handle unforeseen opportunities, issues, events and changing priorities * Ability to thrive in a dynamic, fast-paced environment while managing multiple sales priorities | * Able to bring senior contacts within possible client and partner organisations |  |