

Job Description for the Position of Business Development Manager

Job Title: Business Development Manager

Reports to: Executive Director

Responsible for: Client Relations Officers

Main Purpose of the Job

The Business Development Manager works to improve the Hospital market positioning with the view to achieve sustainable financial growth; defines long-term organizational strategic goals from a client perspective, builds key customer relationships, identifies business opportunities, negotiates and closes business deals and maintains extensive knowledge of current market conditions. Generates and manages sustainable clients pipeline that reflect the current and anticipated business strategy and business plan. This is best achieved through enhancing strategic analysis, market research, interpreting data and following through client engagement, key accounts management, engagement with stakeholders and potential partner enterprises with subsequent action plans converted into opportunities and real business; expands on the existing network of contacts to sustainably grow the Hospital in the Health sector of Uganda in order to emerge as the health facility of choice.

Key Roles & Responsibilities

New Business Development

1. Identifies and analyses prospect for potential new clients and turn them into increased short and long term business engagements;
2. Cold calls as appropriate within your market or geographic area to ensure a robust pipeline of opportunities. Meets potential clients by growing, maintaining, and leveraging the operational network of the Hospital;

3. Identifies potential clients, and the decision makers within the client organization in order to develop appropriate business strategy to engage them with the view to enhance client base expansion;
4. Continuously undertakes business research and the findings assist in building relationships with potential and new clients;
5. Sets up meetings between client decision makers and company's practice leaders/principals in order to develop business for the Hospital;
6. Plans approaches and pitches. Works with team to develop proposals that speaks to the client's needs, concerns, and objectives.
7. Participates in pricing of services in the Hospital and advises management on the best course of action by taking into account the dynamics of the client base and the market space in general.
8. Handles objections by clarifying, emphasizing agreements and working through differences to a positive conclusion. Uses a variety of styles to persuade or negotiate appropriately.
9. Presents an image that mirrors that of the client.

Client Retention

10. Presents new products, services and enhances existing relationships.
11. Works with technical staff and other internal colleagues to meet customer needs.
12. Arranges and participates in internal and external client debriefs.

Business Development Planning

13. Attends sector functions, such as association events and conferences. Provides feedback / information on market and creative trends.
14. Presents to and consults with mid and senior level management on business trends with a view to developing new services, products, and distribution channels.
15. Identifies opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.
16. Uses knowledge of the market and competitors to identify and develop the Hospital's unique selling propositions and differentiators.

Management and Research

17. Submits weekly progress reports and ensure data is accurate with the view to expand the client base of the Hospital;
18. Tracks and records activity on accounts and help to close deals.
19. Works with relevant staff to ensure that prerequisites (like prequalification or getting on a vendor list) are fulfilled within a timely manner.
20. Ensures that all team members represent the Hospital in the best light;
21. Presents business development training and mentoring to internal staff.
22. Researches and develops a thorough understanding of the Hospital's people and capabilities.
23. Performs any other duties assigned from time to time.

Qualifications, Skills and working Experience

- a) The ideal candidate should have obtained a Bachelor's Degree in Economics, Commerce, Business Administration, Business Computing or Entrepreneurship from a recognized institution of higher learning.
- b) A Masters of Business Administration or Business Leadership obtained from recognised Business School is a requirement;
- c) Possession of a minimum of five (5) years progressively responsible working experience;
- d) The Candidate should be familiar with the concept of Business Development in a resource constrained environment;
- e) Must be fluent in English, with good verbal and written communication skills.
- f) Flexibility is important and the candidate may be required to work extra hours, holidays and weekends, as business demands.

Skills and Competences

- Demonstrates networking skills.
- Coaching, mentoring and assessing skills
- Coaching and mentoring skills
- Prospecting, Negotiations and Diplomacy skills
- Excellent verbal communicator and public speaker
- Business closing skills
- Identification of Customer Needs and Challenges
- Prospecting Skills
- Territory Management Skills
- Market Knowledge
- Time management skills
- Ability to work as part of a team, as a role model, empowering and motivating other team members.
- Ability to build effective working relationships with Staff across a wide range of professional and managerial groups.
- Ability to work with minimal supervision.
- Shows appropriate professional and personal boundaries.
- Ability to use own initiative, to enable contribution to a multi-disciplinary team.

- Good assertiveness skills.
- Decision making, delegation and problem solving skills.

