

# Business Development and Marketing Manager (Band 7)

Recruitment Profile - This is a summary of the Job Description and Person Specification



**Blood and Transplant**

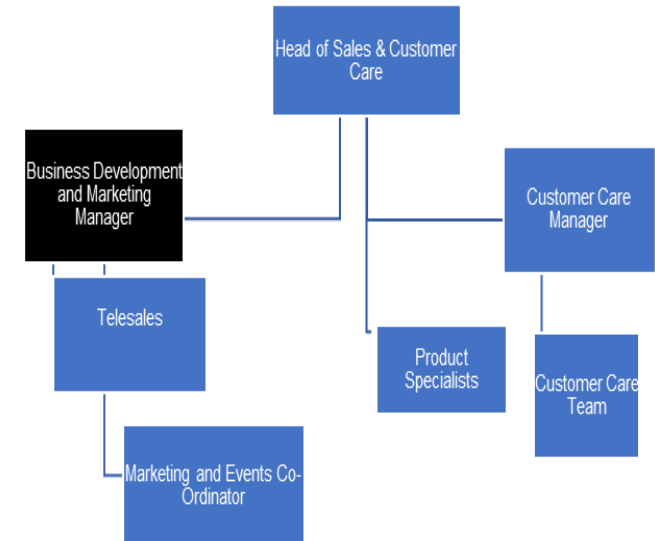
## About the Role

In this role you will be accountable for management of the Tissue and Eye Services (TES) Marketing and Telesales Team. The team is a marketing and telesales function, with responsibility for promoting the use of NHSBT tissue products and services across the NHS and private hospital procurement channels. This function will employ a wide range of promotional tactics to successfully develop sales as well as supporting and working with the wider sales team, progressing opportunities through strong business planning. Your responsibilities will include :-

- Providing leadership, guidance and management to the Marketing and Telesales Team
- Supporting the growth and development of the team, in an expanding market sector
- Developing and delivering a Sales and Marketing Strategy, with the Head of Sales and Customer Care
- Developing improved ways of working to continually meet customer and prospective client needs and increase the productivity of the team.
- Ensuring that sales and marketing good practice is applied across the workforce to reflect industry best practice and the requirements of our customers and prospective clients.
- Acting as a point of escalation to the Telesales and Marketing Team where the issues may be highly sensitive and/or highly contentious, as well as involving external parties.
- Leading on and developing policies and processes in relation to the procedures and services Marketing and Telesales Team

You will be required to travel and spend time away from base, with prior notice

## Organisation Structure



## About Us

*Our three core principles are critical to our service, guiding everything we do and inspiring us to be the best.*

- We **care** about our donors, their families, the patients we serve, and our people.
- We are **expert** at meeting the needs of those who use our service and those who operate it.
- We provide **quality** products, services and experiences for donors, patients and colleagues.

**About You** - This section details the personal attributes we require for this role. You will need to demonstrate these throughout the recruitment process

### Behaviours and Values

- **Communicating** – Friendly and approachable, able to relate to staff, donors and patients from all backgrounds, promoting NHSBT positively
- **Collaborating** – Know the importance of your own behaviour and body language when communicating and working with others
- **Leading** – Professional in matters of confidentiality, security, integrity, honesty, performance, attendance and appearance
- **Customer focused** – Demonstrate and promote high standards of quality customer care to both internal and external customers
- **Performing** – Able to use and act on feedback from others on your performance and behaviour to increase your own self awareness
- **Innovating** – Consider, suggest and be open to alternative ways of working to make continuous improvements

### Skills and Abilities

- Communicate succinctly, clearly and accurately in plain simple English, both verbally and in writing
- Be an effective team member who is able to relate to colleagues at all levels across our large multi-site organisation with tact and diplomacy
- Motivate others, promoting a clear sense of purpose and a positive attitude to work with individuals and teams
- Follow given instructions and ensure the services you provide are in line with standard processes and good practice, showing attention to detail
- Organise and prioritise own workload and where required workload of others, taking responsibility for delivering results within agreed timescales and standards within an environment of changing priorities and pressures
- Use initiative to look out for issues at work, acting quickly and calmly to focus on finding a solution

### Experience and Knowledge

- Experience of managing a marketing and/or telesales team in a fast-moving commercial environment
- Advanced knowledge and experience of using MS Dynamics CRM or equivalent system
- Experience of designing and delivering marketing and/or telesales training packages to improve the performance of the team
- Knowledge of HR policies and experience in their implementation
- Experience of working with Information Technology using Microsoft Office packages (Word, Excel and PowerPoint)

### Qualifications and Training

- Degree in a relevant subject or equivalent qualification e.g. Business Management, Sales **OR** equivalent relevant experience
- Post graduate qualification in management **OR** equivalent relevant experience
- Demonstrates commitment to own continued professional development (CPD)