

Head of Business Development

Job Purpose

To manage external client relationships, contributing to the overall financial health of the business. To lead all new ad-hoc and strategic business development activities, partnering with clients representatives to drive sales for the business future growth.

Key Responsibilities

- Create a strategic plan scoping key clients of focus for new business development over a 12 - 36 month period.
- Winning key clients and strategically developing new business
- Relationship management and development of key accounts
- Identify and close business opportunities on a quarterly target basis

Detailed Responsibilities

- Identify potential clients, and the decision makers within the client organisation.
- Cold call as appropriate within your market or geographic area to ensure a robust pipeline of opportunities.
- Meet potential clients by growing, maintaining, and leveraging your network.
- Research and build relationships with new clients.
- Participate in pricing the solution/service.
- Handle objections by clarifying, emphasising agreements and working through differences to a positive conclusion.
- Use a variety of styles to persuade or negotiate appropriately.
- Present new products and services and enhance existing relationships.
- Work with Business Units and proposals team, and other internal colleagues to meet customer needs and develop revenue streams.
- Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.
- Present to and consult with mid and senior level management on business trends with a view to developing new services and products
- Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.
- Preparation of pitch materials and client briefing documents; identifying experience, skills and expertise relevant to the client
- Line management of a BD co-ordinator, including oversight and training to develop their skills.
- Use prospecting and qualifying strategies to reach out to new leads
- Work collaboratively with the broader BD team to secure a high-quality pipeline of new leads and prospects
- Arrange and participate in internal and external client debriefs

Key Skills/Attributes/Education

Essential:

- Degree-level education (ideally in a Life Sciences subject – e.g. Biochemistry or Global Health or business)
- 3+ years' experience in a BD role
- Demonstrable track record of sales success
- Strong communication and presentation skills
- Demonstrated written and verbal communication
- Have excellent project planning skills and be competent in financial modelling to support bid activity.

Desirable:

- Experience of the pharmaceutical / healthcare industry will be highly beneficial
- Experience of writing successful significant sized bids or tenders is desirable.
- Have excellent project planning skills and be competent in financial modelling to support bid activity.



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