

Job Title: Healthcare Business Development and Data Executive

Location: Lewisham, London

Job Type: Full-time/Permanent

Reports to: Director

Annual Salary: £30,960

Integrated Healthcare Professionals Ltd (IHcPro), a healthcare recruitment agency located in Lewisham, London, is seeking a talented Healthcare Business Development and Data Executive to join our dedicated team. As a key member of our Operations team, you will contribute significantly to our efforts in acquiring new clients. Your role will involve a diverse range of responsibilities encompassing marketing and data analysis.

The Healthcare Business Development and Data Executive will take charge of all marketing-related activities and spearhead activities aimed at enhancing IHcPro's market intelligence. This entails the comprehensive analysis of market dynamics, trends, customer preferences, and competitor insights. By gathering both quantitative and qualitative data from various sources, you will analyse it to produce insightful reports, make recommendations, and devise strategic marketing initiatives aligned with IHcPro's business objectives.

This role entails overseeing and managing corporate communications channels to effectively engage with our clients. From coordinating trade shows to developing impactful brochures and maintaining our website content, you will ensure consistent and compelling messaging across all platforms. Additionally, you will be responsible for orchestrating IHcPro's annual events and promotional activities, guaranteeing that they meet management's expectations and contribute to our overall business objectives.

Furthermore, the Healthcare Business Development and Data Executive will play a pivotal role in identifying and developing marketing strategies geared towards boosting sales and expanding IHcPro's market share. Leveraging targeted marketing approaches and exploring new business opportunities, you will aim to capitalize on our existing clientele while also seeking avenues for growth.

If you have a passion for healthcare, a proven track record in market research, and the desire to make a meaningful impact, we encourage you to apply.

Responsibilities:

General:

- discusses business methods, products, or services and targets customer group with employers or clients in order to identify marketing requirements;
- establishes an appropriate quantitative and qualitative market research methodology and prepares proposals outlining programmes of work and details of costs;
- collates and interprets findings of market research and presents results to clients;
- discusses possible changes that need to be made in terms of design, price, packaging, promotion etc. in light of market research with appropriate departments;

- Briefs management on client requirements, monitors the progress of advertising campaigns, and liaises with client on potential modifications

Strategic Marketing Planning:

- Develop and execute strategic marketing plans to increase the number of clients IHcPro acquires.
- Identify key target client segments and tailor marketing strategies to effectively reach and engage them.
- Collaborate with internal and external designers to execute marketing activities and ensure consistency in branding across all channels.

Team Leadership and Management:

- Foster a collaborative and innovative team culture, driving excellence in execution and results.

Alignment with Business Goals:

- Collaborate with various departments to ensure alignment of marketing strategies with business goals and objectives.
- Communicate regularly with organizational stakeholders to understand their needs and priorities.

Data Analysis and Insights:

- Analyse market trends and identify opportunities for growth through data-driven insights.
- Conduct market research and analysis to optimize marketing strategies and tactics.

Budget Management and ROI:

- Manage the marketing budget effectively, tracking expenditures and demonstrating ROI for marketing activities.
- Ensure high return on investment for marketing initiatives and campaigns.

Stakeholder Engagement:

- Establish and maintain strong relationships with key stakeholders, including clients, partners, and industry associations.
- Cultivate and maintain strong relationships with local healthcare providers, payers, and regulatory bodies.
- Collaborate with internal teams to ensure a deep understanding of client needs and market dynamics specific to U.K.

Compliance and Brand Consistency:

- Ensure compliance with industry regulations and standards, including GDPR and other relevant guidelines.
- Maintain consistency in branding across all marketing materials and channels.

Performance Monitoring and Reporting:

- Monitor and report on key performance indicators related to business development efforts.
- Provide regular updates to the Director on business development activities, achievements, and challenges.

Proposal Development:

- Prepare compelling and tailored business proposals in response to local requests for proposals (RFPs) and other business development opportunities.
- Prepare bids
- Collaborate with cross-functional teams to ensure the accuracy and completeness of proposals.

Partnership Development:

- Identify and evaluate potential business partners, vendors, grant awarding bodies, NGOs and collaborators to enhance IHcPro's service offerings.
- Negotiate and structure partnership agreements that align with IHcPro's objectives.

Networking and Representation:

- Represent IHcPro at industry conferences, events, and networking forums to enhance visibility and build relationships within the U.K. health and social care sector.
- Act as a brand ambassador for IHcPro, fostering a positive image and reputation.

Revenue Generation:

- Drive revenue growth through the identification of new business opportunities and the expansion of existing accounts in the U.K.
- Develop and execute effective sales strategies, including product/service presentations and proposal submissions.

Requirements:

We are looking for the best candidates, whether you have a healthcare background or have developed customer care and business skills in another industry.

We offer a competitive package and all the opportunities you need to excel in your role and grow the career that is right for you:

- Bachelor's degree in marketing, Business Administration, Data Science, or a related field.
- Master's degree in a related field
- Proven experience in marketing and data analysis, preferably in the healthcare or recruitment industry.
- Strong leadership and management skills, with experience leading a marketing team.
- Excellent analytical skills with proficiency in data analysis tools and techniques.
- Ability to develop and execute strategic marketing plans that drive business results.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.

- Knowledge of industry trends, competitive landscape, and regulatory requirements.
- Experience working with digital marketing, social media, and CRM platforms is a plus.

Benefits:

- Competitive salary and benefits package.
- Opportunity for professional development and growth within the company.
- Vibrant and collaborative work environment in the heart of London.

If you are passionate about marketing, data analysis, and positively impacting the healthcare sector, we want to hear from you! Join our team at IHcPro and be part of our mission to drive innovation and excellence in healthcare staffing solutions.

Join us in making a positive impact on healthcare delivery. If you are a dedicated and detail-oriented professional, with a passion for upskilling healthcare workers, we invite you to apply for the Senior Care Worker, Care Worker Trainer position.

How to Apply:

Interested candidates can apply by clicking the URL <https://ihcpro.co.uk/careers/> by 17th May 2024.

IHcPro is an equal-opportunity employer and welcomes applications from candidates of all backgrounds. We thank all applicants for their interest; however, only those selected