

## New Business Manager job pack

<b>Title</b>	New business manager for Home Care.
<b>Hours</b>	37.5 hours per week
<b>Salary</b>	£38,000
<b>Accountable to</b>	Lisa Downs – Head of care
<b>Responsible for</b>	N/A
<b>Based</b>	Hybrid – willingness to travel across both counties essential.

### About Caring Together

At Caring Together our vision is a world with no unpaid carer in crisis, isolated or struggling alone.

We are passionate about helping people get the practical support and advice that really makes a difference to them – before, during and after their caring role.

An unpaid carer is anyone, including children and adults, who looks after a family member, partner or friend who needs help because of their illness, disability, a mental health problem or an addiction, and would find it hard to cope without their support.

We are proud to support more than 17,000 carers and their families every year, but there are more than 150,000 carers living in our region. And this number is rising.

We need your help to make sure unpaid carers in our local communities receive the practical and emotional support that they need.

### About the role

The role of New Business Manager will be responsible for driving and ensuring the delivery of growth in our private homecare service. You will utilise a blend of strategic vision, business acumen, and relationship-building skills to identify new private homecare opportunities and cultivate partnerships. This role will be crucial to establishing a commercially viable and effective service.

This is a new and exciting opportunity and as part of our team your key focus areas will be ensuring that we are responding to referrals in a quick and efficient manner whilst managing expectations and reporting effectively, alongside this you will also be identifying new business opportunities within private care, supporting the design of new proposals and services, and maintaining existing relationships. The successful candidate will work closely with our Care team managers to understand

and improve capacity as well as implementing service, providing an end-to-end experience that is seamless to all individuals.

This role will require travel around both Norfolk and Cambridgeshire and ideally applicants will ideally have experience in Health and Social Care, or a working knowledge of the industry, as well as proven Business Development experience.

### **Key accountabilities of the role**

1. Be the driving force of the sales and growth of our Private care hours
2. Be part of a responsive team providing support to customers and their families.
3. Driving the conversion of packages working to agreed KPIs from referral to commencement of service.
4. Collaborating with the internal teams to identify and implement more effective marketing strategies.
5. Promoting products and services to new customers and offering new services to existing customers.
6. Travel as required to meet with relevant stakeholders to promote and sell our private care service.
7. To maintain accurate records on in house systems and contribute to contractual reporting requirements as required.
8. Work in partnership with the wider care team to ensure understand and improve capacity and availability of our care professionals.
9. Liaise regularly and effectively with the wider team.
10. Participate in an induction programme and attend on-going in-service training as required for the role.
11. Attend regular meetings and supervisions as agreed.
12. Establish positive working relationships internally and externally to support the charity to achieve our strategic goals and meet customers outcomes.
13. To always work within the philosophy and policies of Caring Together.
14. To undertake any other duties that may be considered commensurate with the level of the post.
15. Communicating with senior management about interruptions and other frustrations impacting workflow and where possible identifying solutions.

Caring Together is committed to safeguarding and promoting the welfare of vulnerable adults and children and expects staff and volunteers to share this commitment.

We are inclusive. We celebrate multiple approaches and points of view. We are an equal opportunities employer and expect staff to respect the personal choice and lifestyles of colleagues, carers, and people with care needs.

We require all employees to undergo a Disclosure and Barring Service (DBS) check proportionate to the position they hold. The DBS check will be renewed every three years.

## Person specification

Requirements	Essential	Desirable
<b>Qualifications</b>		<ul style="list-style-type: none"> <li>• Qualification in health and social care equivalent to NVQ Level 3</li> </ul>
<b>Experience and knowledge</b>	<ul style="list-style-type: none"> <li>• Experience of driving business growth while maintaining high standards.</li> <li>• Demonstrate achievement of business growth targets</li> <li>• Knowledge and understanding of the health and social care industry and services offered</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of selling private care provision.</li> <li>• The use of Access or similar business systems in Care.</li> <li>• Some experience of budget management</li> </ul>
<b>Skills and abilities</b>	<ul style="list-style-type: none"> <li>• Marketing and promotional skills</li> <li>• Good Critical thinking skills</li> <li>• Good time management</li> <li>• Ability to build professional relationships with key stakeholders, customers and colleagues.</li> <li>• Effective communication</li> <li>• Delegation and problem solving</li> </ul>	<ul style="list-style-type: none"> <li>• Project management</li> <li>• Planning</li> <li>• Homecare Marketing</li> </ul>
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>• Compassionate</li> <li>• Empathetic</li> <li>• Resilient</li> <li>• Driven</li> <li>• Caring</li> </ul>	



## Application and recruitment process

<b>Closing date</b>	The closing date for this post is <b>17 May</b> however interviews may be held sooner so post may closed earlier if a successful applicant is found
<b>Interview</b>	It is anticipated that interviews for this post will take place mid May
<b>Start date</b>	The post is available from July on a full time, permanent basis.
<b>Referees</b>	The successful candidate will be asked to provide contact information for two referees. It is expected that one of these will be your current or most recent employer.
<b>Proof of qualifications</b>	The person specification for this post lists qualifications that are essential and/or desirable. If you are successful, you will be asked to provide original certificates of these educational and professional qualifications. Please do not enclose these with your application.
<b>Terms and conditions</b>	Full details of the terms and conditions of employment will be made available to the successful candidate.
<b>Annual leave</b>	The successful candidate will be entitled to 25 days (pro rata) annual leave plus statutory holidays (eight days) as well as the option to buy and sell annual leave in accordance with our policy.
<b>Pension</b>	Caring Together comply with all current legislation regarding auto-enrolment into a pension scheme for employees.
<b>Entitlement to work</b>	If you are shortlisted for interview, you will be asked to bring to interview original documentary evidence of your entitlement to work in the UK in line with a list of acceptable documents that we will provide to shortlisted candidates. Please do not enclose these with your application.
<b>Working hours</b>	Normal working hours are between 9.00am and 5.00pm, however Caring Together is committed to ensuring a work-life balance for our employees as well as supporting employees with priorities such as caring or other family commitments. We support flexible working patterns and arrangements where these are mutually agreed between the employee and their line manager. [The successful candidate may be required to work flexibly at evenings and weekends at times.]
<b>Benefits</b>	Full details of the benefits of employment will made available to the successful candidate.

