

## JOB DESCRIPTION and PERSON SPECIFICATION

<b>JOB DESCRIPTION</b>	
<b>Job Title:</b>	<b>Head of Referrals &amp; Partnerships</b>
<b>Reports to:</b>	Chief Growth Officer
<b>Role Purpose:</b>	<p>To support the Chief Growth Officer to deliver budgeted revenue growth by driving occupancy at core services, new developments, and acquisitions.</p> <p>Re-structure, position and develop your team to maximise opportunities for growth across the businesses.</p> <p>Champion the company's business to business contact management strategies with local authorities and clinical commissioning groups by developing your direct reports and their teams to become experts in their fields and trusted voices within the group.</p> <p>You will lead on referral management, assessment &amp; placement. Whilst ensuring existing and new relationships yield increasing opportunities which focus on continuing occupancy growth and business development.</p>
<b>Accountabilities:</b>	<p><b>Commercial</b></p> <ul style="list-style-type: none"> <li>• Collaborate with the operations teams to identify opportunities and develop ways of working which support the delivery of occupancy growth by filling voids at core services, new developments, and acquisitions.</li> <li>• Collaborate with operational teams to ensure fees are competitive and transparent, supplying structured fee breakdown details and clearly communicate with stakeholders during the engagement process.</li> <li>• Manage the bids and tender processes on behalf of the company, collaborating with operations and finance to ensure commercially viable responses are written within the frameworks stated by each relevant local authority and clinical commissioning group.</li> <li>• Liaise with operations leaders and head of marketing to ensure that all bid applications are approved and succinctly written within the parameters/standards set out by the company.</li> <li>• Reduce the mean sales cycle (the number of days from initial enquiry to admission) where possible, to help the company maximise revenues.</li> </ul> <p><b>Referral Management</b></p> <ul style="list-style-type: none"> <li>• Manage the referrals team and connected placement managers to ensure the sales process (customer journey) is completed in the most efficient way possible.</li> <li>• Ensure all enquiries (referrals) are uploaded to the customer relationship management system (CRM), and manage the team to maximise progress through every step of the journey from initial enquiry to admission.</li> </ul>

	<ul style="list-style-type: none"> <li>• Provide a suite of reports for operations and finance, which summarise the status of each referral, projecting forwards to provide visibility of future occupancy movement.</li> <li>• Segment the company's health and social care database into primary, secondary, and tertiary contacts, ensuring each cohort is allocated an internal key point of contact.</li> <li>• Take personal responsibility for the primary contacts (key accounts) in collaboration with the relevant operational leader to ensure existing revenue streams are not only maintained, but increased where possible.</li> <li>• Ensure a full service (opening hours) is always maintained ensuring absence and leave is adequately covered to maintain service to all health and social care professionals. Monitor and evaluate call quality of the referrals team to ensure standards are high and information is accurate.</li> <li>• Collaborate with the referrals manager, placement managers and operations teams to allocate enquiries (referrals) to the most appropriate service, ensuring all assessments are completed at the earliest possible opportunity.</li> </ul> <p><b>Partnership Development</b></p> <ul style="list-style-type: none"> <li>• Work alongside the Operations Directors and Regional Managers to develop relationships and grow partnerships with Local Authorities and CCG's. Promoting the work of the company, you will drive the generation of enquiries and manage the quality of our response from assessment to support proposal.</li> <li>• Manage and coordinate the strategic plans produced and delivered by the Education Development Manager to ensure there is sufficient focus and balance between on hands on event delivery versus policy development.</li> <li>• Support the Education Development Manager in the delivery of their role ensuring outcomes are focussed on filling voids in services which are appropriately positioned to help individuals' transition.</li> </ul>
<b>PERSON SPECIFICATION</b>	
<b>Skills and Experience:</b>	<ul style="list-style-type: none"> <li>• An experienced Head of Referrals or Business Development Director with several years' experience in the Learning Disability sector of social care.</li> <li>• A strong communicator and able to demonstrate the values we share as an organisation.</li> <li>• Experience in the assessment of need and provision of support services.</li> <li>• Extensive knowledge of Commissioning and Funding process within Local Authorities and NHS Organisations.</li> <li>• Negotiating support packages.</li> <li>• Working collaboratively.</li> <li>• Developing partnerships and managing professional relationships</li> </ul>