

Job description

Role title	Radiotherapy Business Development Specialist
Reporting to	Partnerships and Development Manager Oncology
Role duration	Full Time Permanent

Purpose of the role

Company Overview: Ergéa Healthcare UK is a leading provider of radiotherapy managed equipment services to the NHS and other healthcare institutions. With a commitment to improving cancer treatment outcomes, we offer state-of-the-art radiotherapy equipment, maintenance services, and comprehensive support to healthcare facilities across the country. Our team is dedicated to advancing the field of radiotherapy and ensuring that patients receive the highest quality care.

Job Summary: As a Radiotherapy Business Development Support professional, you will play a multifaceted role in driving the growth and success of Ergéa Healthcare UK. Working closely with the Business Development Manager and other key stakeholders, you will provide crucial support in identifying, nurturing, and securing new business opportunities within the healthcare sector, particularly focusing on the NHS. Additionally, you will provide support for PR, marketing, and social media to enhance our brand's visibility and reputation.

Task list
<p>Key Responsibilities</p> <p>Market Research and Lead Generation:</p> <ul style="list-style-type: none"> Conduct thorough market research to identify potential clients, competitors, and market trends. Gather and analyse data to assess market opportunities and potential for growth. Monitor changes in healthcare policies and regulations. Identify and qualify potential leads through various channels, including online research, industry events, and referrals. Assisting on the identification and drafting of OJEU and other tender responses, including responses relating to Prior Information Notices, Market Sounding Requests, Preliminary Qualification Questionnaire responses, and other similar tender activities <p>Client Relationship Management:</p> <ul style="list-style-type: none"> Assist in building and maintaining strong relationships with existing and potential clients. Coordinate meetings and presentations to showcase our services and capabilities. Representing Ergéa at industry conferences and meeting as appropriate. Respond to potential client inquiries and address their needs promptly and professionally. Maintain accurate records of business development activities. <p>Proposal Development:</p> <ul style="list-style-type: none"> Assist in preparing proposals, presentations, and other materials for client meetings and bids. Ensure that proposals are tailored to meet the specific needs of clients. Develop and support execution of PR strategies to enhance the company's reputation and visibility. Assist in the content of press releases, LinkedIn articles, and other PR materials. Support in PR and Marketing messaging and proposals, including content for social and traditional media and networking platforms. Cultivate relationships with key media outlets and healthcare industry influencers.

Capability profile

Person & Role Qualifications	Essential	Desirable
Bachelor's degree in business, healthcare management, marketing, or a related field or experience.		✓
Alignment with Ergéa's values: Care, Collaboration, Curiosity, Caution.	✓	
Skills	Essential	Desirable
Excellent Customer Relationship skills	✓	
Exceptional communication, interpersonal, and writing skills.	✓	
Good working knowledge of MS Office suite, Excel	✓	
Superior integrity and discretion	✓	
Strong problem-solving skills and a results-oriented mindset	✓	
Proficiency in using CRM software, social media platforms, and marketing tools	✓	
Excellent organizational and time management skills	✓	
Experience	Essential	Desirable
Proven experience in business development, sales in healthcare environment	✓	
Strong understanding of the NHS and the healthcare sector in the UK.	✓	
Knowledge of radiotherapy equipment and services	✓	
Languages	Essential	Desirable
English	✓	

Mobility requirements

Role location	Remote with travel required nationally and to Ergéa office locations (Theale & London UK).
International travel	Possible – Conferences and Exhibitions

Other

Ergéa Quality Assurance and Environmental and Health & Safety
Comply with policies, and work to maintain a high standard of customer service and protect the safety and health of you, your colleagues, our customers and members of the public. Promptly raise any concerns regarding potential violations of the policies.

DBS - Disclosure & Barring Service disclosure (formally Criminal Records Bureau disclosure)
<u>A DBS Enhanced Disclosure is required for all applicants.</u>
The successful applicant must agree to an Enhanced Disclosure under the Disclosure Barring Service Records Bureau procedures. Employment will be offered to the successful applicant subject to a satisfactory Disclosure report.



ERGEA IS AN EQUAL OPPORTUNITIES EMPLOYER AND POSITIVELY ENCOURAGES APPLICATIONS FROM SUITABLY QUALIFIED AND ELIGIBLE CANDIDATES REGARDLESS OF SEX, RACE, DISABILITY, AGE, SEXUAL ORIENTATION, GENDER REASSIGNMENT, RELIGION OR BELIEF, MARITAL STATUS, OR PREGNANCY AND MATERNITY.