

Job description

Role title	Business Line Manager – Diagnostic Imaging UKI
Reporting to	Management
Role duration	Permanent

Purpose of the role

As leader of the business development function for diagnostic imaging (DI) this role will be responsible for the growth and retention of DI modality services.

The post holder will line manage roles dedicated to this modality within the business development team, developing skills, competencies with the sales and marketing materials to ensure continued growth for managed and maintenance services in diagnostic imaging.

Responsibilities:

- Leadership for the diagnostic imaging modality within the business development function
- Overall responsibility for the sales and development of services for the diagnostic imaging modality.
- Take ownership of existing MVS contracts ensuring high levels of customer satisfaction and contract renewal uptake.
- Develop and implement strategies to improve contract retention rates and maximize revenue from MVS contracts.
- Support the growth of MES contracts to expand service offerings and revenue streams.
- Work closely with the Transformation Team to identify market opportunities, develop pricing strategies, and create compelling proposals for MES contracts.
- Lead, motivate, and support the bid writer and administration teams to ensure high-quality deliverables and efficient processes.
- Provide guidance, mentoring, and professional development opportunities to team members.
- Address retention issues and create a positive and engaging work environment to foster team cohesion and productivity.
- Develop a pipeline of short-, medium- and longer-term MVS opportunities.
- Understand customer requirements and deliver solutions at the sales and bid stages that optimise Althea's commercial position.
- Innovate and deliver new product offerings that meet the changing requirements within the clinical and service modality.
- Build and maintain strong relationships with key suppliers in the DI industry.
- Identify partnership opportunities that benefit Ergea and our suppliers, fostering mutually beneficial collaborations.
- Liaise with and support the operational teams in the development of delivery models for new services.

Key accountabilities:

- Customer growth and retention targets set for each financial year.
- Build and lead modality growth strategies.
- Gather, analyse, and distribute market, customer, and competitor information.
- Deliver continuous improvement to modality services through the optimisation of existing and launching of new customer and market focused service offerings.
- Effectively manage the diagnostic imaging sales, bid and administrative teams.
- Maintain accurate records of all growth opportunities within the CRM system.
- Help ensure contractual arrangements agreed with partners and suppliers are profitable, sustainable and operationally viable.
- Support the commercial close, implementation, and go-live of new contracts and services through to the formal handover to operational teams.

Performance Indicators:

- Meeting the target for growth in revenues for diagnostic imaging
- Sales opportunity pipeline maintenance with monthly forecasting of new business including maintaining accurate records within CRM or other records.
- Provide clinical, technical and commercial leadership for the development of sales proposals, formal bids or quotations and variations to existing customer contracts following all governance processes for tender analytics and approvals.
- Optimise, protect and grow contract profitability.
- Lead the updating, development and delivery of modality-specific sales and marketing strategy documents annually.

Capability profile

The successful candidate will have a deep understanding of imaging practice with UK healthcare, especially in the public sector. They will have an extensive knowledge of technology, finance, workforce, workflow, clinical IT and best practice in Radiology and other imaging services.

The candidate will use this experience to provide sales and business development leadership for the diagnostic imaging modality

Qualifications	Essential	Desirable
Relevant healthcare professional qualification		✓
Degree-level		✓
Skills and Experience	Essential	Desirable
Demonstrable track record of success within healthcare solutions selling, especially imaging.	✓	
5 years of customer-facing sales management roles within health economy		✓
Preparation and delivery of complex bid responses	✓	
Solutions selling.	✓	

Commercial and contracting expertise	✓	
Excellent written communication skills	✓	
Business case development support	✓	
Customer-facing and internal stakeholder presentation	✓	
Languages	Essential	Desirable
English	✓	

Mobility requirements

Role location	Hybrid. Weekly visits to the Theale Head Office
UK Travel	Frequent travel to customer sites
International travel	Possible – Training Courses

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.