

Job Description

Job Title	Business Development Executive
Job Type	Permanent 5 days per week in the office (8.30am – 4.30pm)
Location	WHA Offices, Pontprennau, Cardiff
Report To	Sales and Marketing Manager

Job Purpose

We are looking for an experienced business development executive to join our brand-new Sales and Marketing team. You will be responsible for bringing in new business as well as overseeing our existing business groups, from the point of initial enquiry through to the after-sale support. This will be achieved by consistently delivering outstanding customer service while making sure WHA Healthcare offers its customers the best value available.

Responsibilities

You'll be acquiring new business, actively looking for prospective customers, and adding value to a successful team. We require a strong, capable, driven individual with outstanding people skills. In addition to attending sales meetings, managing your workload, and wisely allocating your time to create opportunities for sales, you'll build solid relationships with existing business groups and paying close attention to our valued customers' needs.

Key Duties

- Under the guidance of the Sales and Marketing Manager, you will create and maintain successful relationships with customers to meet the company's objectives.
- Create and manage a database of existing and potential customers.
- Communicate with customers through phone calls, in-person meetings, or online video meetings such as Teams.
- Recognise the requirements of your/our customers and create plans that work to meet those needs.
- Provide specialised data, industry insights, and proof of industry knowledge to customers.
- Take part in events, conferences, and meetings.
- Act as a point of contact and role model for others in the sales & marketing department and throughout the company.

- Support in the development of promotional plans for the sales and marketing department.
- Data Driven Approach.

Experience Required

- Proven track record in developing and maintaining new business, with a background in the service industry.
- Strong telephone manner and relationship-building skills.
- A goal-oriented attitude.
- Demonstrated knowledge and experience of at least 2 years' experience within relevant role. (Preferably in the healthcare/medical or insurance sector)
- The ability to deliver customer-focused solutions based on requirements; and
- Proficiency using Microsoft Office applications (Word, Excel, PowerPoint).
- Full clean UK driving license.
- Candidates must be eligible to live and work in the UK.
- 2 years of sales experience.

Personal Attributes

- Displays enthusiasm and pride in the work they do.
- High level of accuracy and attention to detail.
- Proficient in both influencing and negotiating.
- Excellent organising skills and the ability to prioritise workload.
- Organised, structured and data driven.
- Demonstrate success in winning new business and relationship building.
- Sets high standards for themselves and sets a role model for the sales team.
- Excellent communication abilities, writing and verbally.
- Strong team player who interacts confidently at all levels.

Targets

- To support with the new business targets.
- To support the annual company targets.
- To support in nurturing existing and businesses.

Initiatives and optimising business

- To support initiatives that deliver new customer into the business.
- To support the sales and marketing manager in several initiatives that continue to develop the sales and customer servicing offering including new product development.
- To support the sales and marketing manager in the enrolment process for all new customers into the business.

Reviews and research

- To review and make recommendations on product pricing, product offerings, to ensure the products offered to all our customers provide excellent value and are competitive in the marketplace.

Projects

- As part of the strategic plan, working alone and in collaboration with colleagues and third parties, undertake projects and initiatives as directed by Sales & Marketing Manager.

Personal Interests

- Manage your own personal development, in line with objectives agreed as part of the development and appraisal process.
- Take personal responsibility for following established departmental and company procedures, and where identified, communicating to your line manager any ideas for improvements or change.
- Have a personal responsibility and attitude towards Health & Safety and ensure you do everything to maintain and promote a safe working area.
- On occasion, be willing to be flexible regarding start and finish times to meet foreseen or unforeseen work.
- To carry any other duties as delegated by your line manager.

The above responsibilities and accountabilities are for the whole company and are not exhaustive. The post holder will be required to undertake ad hoc duties when requested and any such tasks as may reasonably be expected within the scope of the role.

Essential Requirements

- An experienced business development executive who possesses strong and solid

WHA Healthcare is a trading name of Welsh Hospitals & Health Services Association. A Limited Company Registered in Wales No 515135. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. No 202605.

people management skills.

- Experience of working within Financial Services.
- Knowledge of the PRA and FCA regulatory environment.
- Bachelor's degree in business or a related subject.

Desirable Requirements

- Preferably with experience of Health/General Insurance products
- Broad knowledge and understanding of the financial sector and current issues affecting it.