

# Business Development Manager

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| JOB DETAILS | |
| Job Title: | Business Development Manager |
| Reports to (title): | CEO – Cochrane Innovations |
| Date: | January 2017 |

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| PURPOSE OF THE JOB |
| Support the CEO of Cochrane Innovations by leading the sales of Cochrane’s emerging systematic review-related product portfolio with particular focus on the new Cochrane systematic review online training programme, and Covidence and RevMan systematic review production software, to create profitable lines of new business for Cochrane products.  Help to diversify and expand Cochrane’s funding base and ensure a sustainable future for Cochrane Innovations. Build key relationships with customers and collaborate with senior management and stakeholders across Cochrane to help implement the overall innovation strategy through sales and business development. |

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| PRINCIPAL ACCOUNTABILITIES/KEY RESULT AREAS |
| **Sales**  Drive institutional sales internationally and across a range of different markets.  Manage and implement sales cycle from lead generation to sales.  Attend sales meetings and demonstrations with potential customers.  Identify potential customers and decision makers and budget holders within the customer organisation.  Ongoing account management and customer relationship management.  Ensure sales orders are fulfilled and product is delivered to the customer.  Develop and manage a customer database, recording all customer activity within CRM system.  Produce sales collateral.  **Customer service and fulfilment**  Work with Finance and Core Services (FCS) to set up payment systems.  Work with Information & Knowledge Management Dept (IKMD) to operationalise new access and authentication systems and processes.  Manage resolution of customer complaints.  **Market intelligence**  Ongoing awareness of industry, market and product knowledge.  Attend industry meetings, conferences and events providing market intelligence.  Provide customer feedback to product development teams to support user and customer driven product development and ensure products and services meet current and future market expectations.  **Business Development**  Negotiate, set-up and manage re-seller and distribution partner accounts.  Business development planning and reviewing & updating annual business development plans.  Review and monitor partnership opportunities.  Review and monitor new business models.  Work closely with Senior Product Development Manager to support pricing strategy.  **Reports**  Produce monthly sales pipeline reports  Produce monthly sales reports  Produce annual sales plan |

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| PERSON SPECIFICATION |
| Experience   * Significant experience within healthcare publishing industry, including library subscription market and academic research market. * Proven track record in exceeding revenue targets and business growth. * Knowledge of sales related to Online Learning products or author workflow tools desirable. * Experience working across an evidence based medicine (EBM) product portfolio desirable. * Experience of operating salesforce.com or alternative CRM. * Experience managing major business development projects within a publishing organization.   Skills and ability.   * Ability to work on your own initiative essential. * Excellent customer facing skills * Ability to travel internationally * Strong management and communication skills * Strong presentation skills * Proven ability to work under pressure and to tight deadlines * Willingness to support other sales efforts. * Excellent verbal and written communication skills. * Strong customer focus – able to ensure that customer expectations are met and exceeded. * Adaptable and flexible to changing business and customer needs. |

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| KEY INTERFACES |
| Internal: Key groups within Cochrane will include Cochrane Centres and teams within Cochrane Central Executive including Finance and Core Services, IKMD, Learning and Support Division, and CEAD  External: Potential users and purchasers of Cochrane evidence products and services. Institutional customers, re-sellers and distribution partners. Strategic partners such as Veritas Health and MAGIC. |

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| DIMENSIONS |
| Budgetary responsibility: Yes, agreed on an individual project basis.  Number of direct and indirect reports:None |