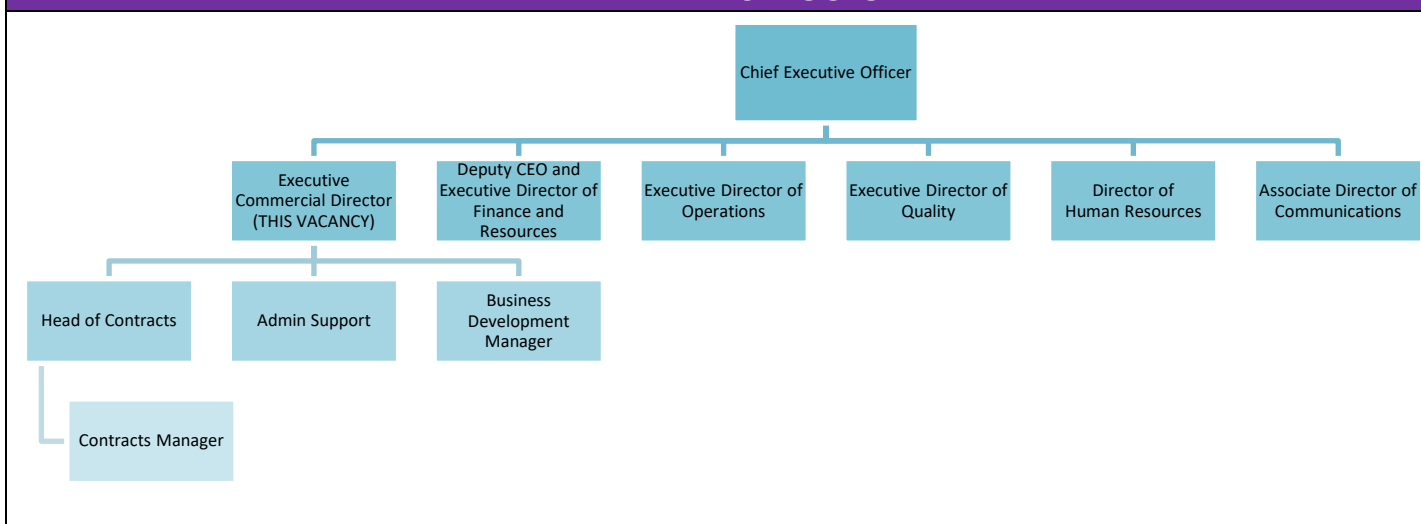


JOB DESCRIPTION

Post Title:	Executive Commercial Director
Band:	Personal Salary as determined by ECCH's Remuneration Committee
Reports to:	Chief Executive Officer
Accountable to:	Chief Executive Officer

DEPARTMENT STRUCTURE



KEY WORKING RELATIONSHIPS

- Board
- Senior Leadership Team
- Operational Services Leads and Deputy Directors
- Commissioners and partner organisations
- ECCH Communications team
- HR team
- Finance team
- Operational and corporate teams
- External suppliers / sub-contractors
- Professional bodies and membership organisations e.g. Chamber of Commerce

JOB SUMMARY

As part of our Growth, Diversification and Partnership (GDP) strategy, East Coast Community Healthcare CIC (ECCH) will grow and diversify its sources of revenue to make us more resilient as an organisation and build the surplus (profit) to reinvest towards building healthier communities. This role plays a central and critical part in the delivery of this strategic objective.

The responsibilities fall into 3 main areas:

- To develop and implement the organisation's growth and diversification plan
- To build and run a 'win new business' capability to generate leads and convert them into profitable new business
- To provide commercial oversight of contracts to ensure we deliver the service we promised within the financial parameters we planned

SPECIFIC DUTIES AND RESPONSIBILITIES

- To provide overall leadership for business development activities and contract relationship management from the development of strategy through to the conversion of opportunities into profitable work
- To build and maintain a strong network of relationships that will enable us to secure new work across publicly funded and privately funded environments as well as retaining and growing existing profitable business
- To make recommendations on existing contracts, throughout their life-cycle, to ensure we deliver good value for money as well as enabling us to deliver on financial plans
- To work with partners to identify new markets where value could be added, then build propositions that can be converted into profitable commercial opportunities
- To lead multidisciplinary internal teams to identify commercial opportunities, develop them as necessary, then convert them into profitable work
- To manage commercial discussions with commissioners, partners, and suppliers, including the commercial aspects of existing contracts
- To transfer commercial skills and knowledge to the wider organisation, to improve the way our service leads manage their services and contracts
- To promote a culture where the wider organisation feels empowered and motivated to identify and develop new opportunities

All roles within ECCH require staff to demonstrate our Values and Signature Behaviours. Our Values outline the core behaviours that we can all achieve and are summarised as an acronym within the word *CARE*. Underpinning our Values are our Signature Behaviours which highlight by taking the right actions we continue to build a strong culture. Our four Signature Behaviours are: Compassion - We Listen, We Learn, We Lead | Action - My Accountability, My Responsibility | Respect - Respect Our Resources: People, Time and Money | Everyone - Work Together, Achieve Together.

This is a description of the job as it is at present constituted. As part of your Appraisal Review your job description will be reviewed with you and updated accordingly.

PERSON SPECIFICATION		
Post Title:	Executive Commercial Director	
Band:	Personal Salary as determined by ECCH's Remuneration Committee	
QUALIFICATIONS		ASSESSMENT METHOD
ESSENTIAL	DESIRABLE	Application Form Qualification Certificates seen at Interview
<ul style="list-style-type: none"> Educated to degree level or equivalent level of experience of working in a relationship-based business development role Evidence of continuing professional development 		
EXPERIENCE		ASSESSMENT METHOD
ESSENTIAL	DESIRABLE	Application Form Interview
<ul style="list-style-type: none"> Relationship based business development Consultative sales Leadership of multidisciplinary teams Development of commercial propositions and conversion of these into profitable commercial vehicles Oversight of commercial contracts Customer/client Relationship Management (CRM) Management of bids, tender responses and other submitted material to tight timescales 	<ul style="list-style-type: none"> An understanding of privately funded wellbeing, health and care provision 	
SKILLS AND KNOWLEDGE		ASSESSMENT METHOD
ESSENTIAL	DESIRABLE	Application Form Interview Practical Assessment
<ul style="list-style-type: none"> Negotiate with senior stakeholders on difficult and controversial issues, and present complex and sensitive information to influential groups Experienced in stakeholder management techniques and processes High level knowledge of the digital agenda and the opportunities afforded by being digitally aware A problem solver, able to adapt to a changing environment and to respond quickly to new opportunities Ability to analyse complex facts and situations and develop a range of options 	<ul style="list-style-type: none"> Knowledge of mergers and acquisitions An understanding of procurement rules and legislation Knowledge of Intellectual Property management, licencing and copyright legislation 	

<ul style="list-style-type: none"> • Takes decisions on difficult and contentious issues where there may be a number of potential courses of action • Demonstrated capability to plan over short- and medium-term timeframes • Highly develop ability to prioritise and delegate effectively • Ability to travel and work in a variety of settings (predominantly Norfolk and Suffolk based, with occasional wider travel) • Needs to have a thorough understanding of and commitment to equality of opportunity in day-to-day working practices • Ability to compile complex business propositions and present these to a wide variety of stakeholders 		
PERSONAL ATTRIBUTES		ASSESSMENT METHOD
ESSENTIAL	DESIRABLE	
<ul style="list-style-type: none"> • A natural networker, able to build relationships across a wide variety of public, private and VCSE (Voluntary, Charitable, Social Enterprise) organisations • Entrepreneurial and not constrained by traditional thinking or previous ways of working • Ambitious, results orientated and tenacious • A value set compatible with working within a social enterprise focused on building healthier communities • Persuasive and able to influence diverse stakeholder groups • Comfortable operating at all levels across public, private and VCSE organisations • Team player and leader • Confident and able to build trust • Adaptable and flexible, with the ability to cope with uncertainty, ambiguity and change • Willingness and ability to work across different sites and travel to alternative sites and across the community as required 		<p>Interview Practical Assessment</p>