

2021

Candidate Information Pack Business Development Executive



About LaingBuisson

LaingBuisson is the foremost name in health and social care business intelligence and we have established our reputation for insightful, objective and independent advice over 30 years. We are widely viewed as the go-to provider of market intelligence on health and social care not only by providers working in the sector, but also by advisors and suppliers.

We are also the chosen provider of data on the independent healthcare sector to the Office for National Statistics (ONS), which we are rightly proud of, underlining as it does the quality, integrity and importance of what we do. This data is also used by international bodies such as the WHO and the OECD.

Our reports, consultancy work and data are all highly-respected in the sector and play a key role in shaping business decisions and in influencing government policy. Our work is regularly cited in the press and recent appearances include *The Telegraph*, *The Times*, *The Guardian*, *The Financial Times* and Radio 4.

We publish four market-leading journals covering UK and international healthcare, social care, and medical travel and health tourism, drawing upon unique data and high-quality journalism to deliver in-depth analysis of the sector's stories, alongside contributions from key industry associations and sector experts.

We also hold a series of high quality, well-attended conferences and events aimed at senior executives from health and social care providers, advisors, investors and suppliers to the sectors. These are supplemented by a successful series of webinars. In addition, we have two annual awards ceremonies.

Our values

We ask all of our team to adhere to our values of Integrity, Teamwork and Service. Our purpose is to provide high quality, insightful business intelligence to our clients and fulfilling work for our people. We are in business to be profitable, but it is the way we do business that defines us.

We explain our values as follows.

Integrity

- We have a reputation for integrity, impartiality and independence. Our objectivity, transparency and experience are central to our success story.
- We have a thirty-year track record serving the healthcare and social care sectors with the highest quality business intelligence and data.
- We are trusted and respected for the work we do, and this means that providers, advisors, commissioners and investors look to LaingBuisson's work when they need to make key decisions.
- We are the chosen provider of data on the independent healthcare sector to the UK's Office for National Statistics.

Teamwork

- We value and trust our colleagues and believe a strong and motivated team fosters the best service to our customers.
- We promote diversity and respect the views of others and foster an environment where people trust and feel safe putting forward their opinions.
- We seek commitment and good performance, and recognising people spend a great deal of time at work, aim to inject a sense of fun alongside the serious business of getting a good job done well.
- We value collaboration both internally and with our partners and all undertake to facilitate this through good communication.

Service

- We seek first and foremost to please our customers. We keep our promises and act honestly.
- We listen to our customers and, where appropriate, offer appropriate challenge to ensure we provide them with the products and services that they really need.
- We commit to giving our customers superlative service, whether this means the timely delivery of products, returning a call or email promptly, or ensuring they are kept up to date on the progress of projects.
- We have an entrepreneurial spirit - we are proactive in seeking opportunities and creative in providing solutions.

Our work

As a Business Development Executive, you will be working across the full range of LaingBuisson's products. You will support our account managers by drawing together prospect lists so that we are able to reach an ever wider range of clients. You will be active on social media in reaching out to prospective new clients. You will support the launch of new products, helping to get them off the ground and build them into a solid new lines of business. As a starting point, we have two new webinar series – one supporting *Healthcare Markets International* and the other our seniors living workstream – which you will support and grow.

Our full portfolio of products includes:

Market Reports

- Cosmetic Surgery
- Dentistry
- Health Cover
- In Vitro Fertilisation
- Diagnostics
- Healthcare Workforce & Recruitment
- Investing in Healthcare and Real Estate
- Private Healthcare: Self-Pay
- Mental Health Hospitals
- Digital Health
- Private Acute Healthcare
- Adult Specialist Care
- Care Homes for Older People
- Care Home Construction
- Retirement Housing
- UK Healthcare Market Review
- Childcare
- Children's Services
- Dementia Care
- Homecare and Supported Living
- Housing with Care
- UK Retirement Communities
- Medical Travel and Tourism
- International and Expatriate Health Cover
- Population Health Management
- Private Acute Healthcare French Market Report

Journals

- Healthcare Markets
- Care Markets
- Healthcare Markets *international*
- International Medical Travel Journal (IMTJ)

Conferences and networking

- Social Care and Retirement Living Conference
- Private Healthcare Summit
- Private Acute Healthcare Conference
- UK Healthcare Market Review Launch
- Digital Care Tech Conference
- Investing in Healthcare and Real Estate Conference

- Seniors Housing Conference
- Fertility Forum
- IMTJ Medical Travel Summit

Awards

- LaingBuisson Awards
- IMTJ Medical Travel Awards

Data Solutions

- CareSearch
- CareMonitor
- CareCostBenchmarks
- CareMapper

Patient Acquisition

Private Healthcare UK – www.privatehealth.co.uk

Treatment Abroad – www.treatmentabroad.com

Fertility Treatment Abroad –

www.fertility.treatmentabroad.com

Doctor Internet – www.doctorinternet.ae

Harley Street – www.harleystreet.com

The benefits of working at LaingBuisson

Informing markets and policy that affect our everyday lives

LaingBuisson is a small company, comprising around 30 members of staff. However, we work with a vast array of partners and independent consultants, all of whom we count as part of the LaingBuisson ‘family’, to achieve our objectives. You will be very much involved in all aspects of research and the close-knit nature of our team means you will have opportunities also to work with people in other teams.

We are located in offices in London, Berkhamsted and Blackpool. Our sales team (of which you will be a member) is based in London, alongside our Research and Editorial teams. Our Digital Media and Event teams, with whom you’ll work regularly, are in Berkhamsted. Blackpool is home to our Data team. You may be asked to travel between offices occasionally, not only for your work but also so you get to know your colleagues in person.

“The Business Development Executive is very much at the heart of the sales and marketing team, providing a vital link between our account managers and marketing by furthering an appropriate strategy to support the generation of increased sales. The successful candidate will also have the chance to own the development and growth of new product lines with our multi-disciplinary marketing team to support them.”

Sarah Ward, Commercial Director

Professional development

We know that one of the things that our employees look for is to develop their own careers. On joining LaingBuisson, you will be given on-the-job training to enable you to do your job. We will also discuss with you any skills gaps you may have (e.g. training on a particular computer program) and, as appropriate, arrange training. Your professional development is in your own hands. We are happy to support ongoing training for our people and do so through a combination of training courses which we organise for teams and courses identified for individuals. If you find a course which you consider will help you in your role, please speak to your manager and HR.

Other opportunities lie in the wider business. Learning about ‘a day in the life of...’ another colleague is actively encouraged. As opportunities arise, as appropriate, we like to consider our current team first, whether that is for promotion or a sideways move into a different specialism.

Flexible working

LaingBuisson has a flexible working policy. While our normal office hours are 9am-5:30pm in all of our offices, our employees are welcome to work flexible hours subject to the needs of their team and the agreement of their manager. As a business development executive, we would expect you to align your hours with others in the team so that you can support colleagues. You will be required to attend networking events which may, from time to time, take place in the evening.

Following the pandemic, we have adopted a hybrid working policy and colleagues are able to work some days at home and some days at the office. We would discuss your preferred working pattern with you when you join.

Salary

We offer a competitive salary which is reviewed annually.

The starting salary for this role is £35,000.

Bonus

LaingBuisson operates a discretionary bonus scheme for all employees who have been employed for the full calendar year in question. It is based on your performance and the profitability of your department. This means that if the company and department does well and you meet your performance targets you may be eligible for a payment when our Executive Committee considers the bonus pool.

Holidays

Full time staff have 23 days leave per year plus paid holiday on the usual bank and public holidays as recognised in England (i.e. New Year's Day, Good Friday, Easter Monday, May Day, Spring Bank Holiday, Late Summer Bank Holiday, Christmas Day and Boxing Day). Your holiday entitlement will rise to 24 days after two years' continuous service and 25 days after five years' continuous service. Staff who have completed 10 years' continuous service will be entitled to 27 days leave.

Pension

LaingBuisson offer an autoenrollment pension which you will be eligible for once you have completed 3 months' service. The current contribution rates are 5% (employee) and 4% (employer).

Other benefits

The other benefits offered by LaingBuisson include:

- Life Insurance (4 x salary)
- Season ticket loan
- Cycle to work loan
- Tech loan scheme
- Employee assistance programme

The job of Business Development Executive

LaingBuisson is the UK's leading provider of market intelligence, data solutions and consultancy to the healthcare and social care sectors.

Your role will be to support our account managers in developing our business in new areas. Specifically, through networking, both online and in person, you will identify new sales prospects, qualify them and pass them over to our account managers so they can propose our products and services to them. You will also maintain a range of relationships with senior figures in the sector and in trade associations to ensure LaingBuisson maintains a high profile.

Key responsibilities include:

- To identify new sales prospects for each account manager at the time of a new product launch (i.e., a report or event) and create target lists and reports for them on our Salesforce CRM.
- To research businesses, individuals and industry trends to identify potential new clients and markets, and ways to serve existing clients.
- To use a combination of outreach and social selling to generate and qualify leads through email, networking, LinkedIn and, as required, direct calling.
- To spot business opportunities and bring the right people together to convert them.
- To maintain and develop relationships with key trade bodies so that LaingBuisson has a high profile in the sector.
- To attend and represent the company at networking opportunities including conferences and industry events, both those run by LaingBuisson and those run by third parties.
- To support the Chief Operating Officer in the maintenance and development of our key press contacts.
- To attend client meetings with our account managers, as required.
- To undertake other duties commensurate to a role of this kind and grade.

Personal skills and attributes:

- Communication – you will be a good ‘people person’ with excellent networking and communication skills, both online and in person.
- Sales – you should have experience of working in a sales environment such that you have a ready understanding of the support requirements of our account managers.
- CRM – you will be an adept user of Salesforce or be familiar with other CRMs and have the willingness and ability to learn Salesforce.
- Market knowledge – you will have good knowledge of the key markets in which we operate, namely health and social care, and you will develop expertise in our products, such that you will be able to pitch them in any situation.
- Time management – you will be a self-starter who is excellent at managing their own time efficiently and effectively.
- Planning – you will be a good planner, especially when it comes to devising and executing sales and marketing strategies.

What's expected of you?

A job description is all very well, but what will you be doing on a day to day basis? As a business development executive you will be doing the following:

- Working with our Commercial Director and Event Manager on the development and promotion of new webinar series covering our international markets and our seniors living workstream.
- Building prospect lists for account managers as and when we are due to launch reports, data products and events, researching clients who have bought from us previously and also those who have never bought from us so as to expand our reach.
- Identifying potential clients for our journals by messaging on LinkedIn people who are mentioned in articles, drawing the relevant article to their attention.

The work of our sales and marketing team is overseen by Sarah Ward, our Commercial Director. Other key relationships include:

- William Laing, our Executive Chairman
- Our Chief Operating Officer, Heidi Malaure
- Our account managers, Karen, Dan and Malcolm, all of whom have more than 10 years' experience with LaingBuisson.
- Our digital media team, based in Berkhamsted
- Our Event Manager, Jade Cummings
- Our Research Project Manager, Michael Neaves
- Our journal editors, based in London

While we will provide you with the support you require to succeed and you will need to work collaboratively, you will also have a high degree of autonomy and independence and you will be encouraged to take responsibility for your own workload. Our ideal candidates will have the skills, experience and drive to progress and advance their careers within LaingBuisson.

How to Apply

To apply, please send your CV and a covering letter to jobs@laingbuisson.com quoting BDE0921 in the subject line.

This is where you make your case for the job. Please read the job specification carefully and make sure you tell us how you fit the person specification and what you could bring to LaingBuisson and this role.

If your application is taken forwards, you may be asked to provide further information, to complete a work-related assessment and be invited to an interview.

Applications will be reviewed on a rolling basis.

Before applying, please note the following:

- LaingBuisson is committed to promoting equality and diversity in all our work. We welcome applications from all suitably qualified people regardless of their race, sex, disability, gender reassignment, marriage/civil partnership, pregnancy/maternity, religion or belief.
- This role is offered on a full-time basis but we will consider applications to work flexibly or on a job share basis.
- You must have the legal right to work in the UK as we are unable to sponsor work visas.