

LaingBuisson

INTELLIGENCE + INSIGHT

2022

Candidate Information Pack Digital Media Sales 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.

We have a well-established online and print media portfolio including leading consumer websites such as [Private Healthcare UK](#), [GoPrivate.com](#), [HarleyStreet.com](#), and [Doctor Internet](#). We also operate B2B websites, including [Laingbuisson News](#), [Laingbuisson.com](#) and [LaingBuisson Events](#)

LaingBuisson's mission and values

LaingBuisson's mission is to help organisations make informed and insightful decisions in the UK and international healthcare and social care markets by providing the best independent market intelligence and data.

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

In this role, you will be working on our portfolio of digital media and particularly our websites, as [Private Healthcare UK](#), [GoPrivate.com](#), [HarleyStreet.com](#), and [Doctor Internet](#). The products you will be selling include:

- Lead generation services (whereby enquiries for services and treatments are forwarded to providers who pay a rate per enquiry via our [Fast Track service](#))
- Featured profiles
- Banner advertising
- Sponsorship of content and guides

The emphasis of this role will be generating new business as well as taking on several established accounts where you will be expected to renew and upsell existing business. The role requires you to contact hospitals, clinics and practices, and to generate and attend virtual and face-to-face meetings with potential clients in the UK.

Our wider portfolio of products includes:

Market Reports

Cosmetic Surgery
 Dentistry
 Health Cover
 In Vitro Fertilisation
 Mental Health Hospitals
 Out of Hospital Healthcare
 Private Acute Healthcare
 Adult Specialist Care
 Care Homes for Older People
 Childcare
 Children's Services
 Digital Health
 Healthcare Workforce and Recruitment
 Dementia Care
 Homecare and Supported Living
 Housing with Care
 Medical Travel and Tourism
 International and Expatriate Health Cover

Journals

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

Conferences and networking

Social Care Conference
 Private Healthcare Summit
 Private Acute Healthcare Conference
 UK Healthcare Market Review Launch
 Innovation in Care Conference
 Investing in Healthcare and Real Estate Conference
 IMTJ Medical Travel Summit

Awards

LaingBuisson Awards
 IMTJ Medical Travel Awards

Data Solutions

LaingBuisson Vision
 CareSearch
 CareMonitor
 CareDirectory

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. In particular, we work closely with our sister company [Public Policy Projects](#). While your work as a sales executive will be focused to a particular range of products, you will be sitting with an experienced and knowledgeable team who between them work on all the different aspects of LaingBuisson's product portfolio.

We are located in offices in London, Berkhamsted, Worcester and Blackpool. Our Account Management team is based in London, alongside our Research and Editorial teams. Our Marketing, Digital and Event teams are based in Berkhamsted, Finance and HR are in Worcester, and Blackpool is home to our Data team. You will be required to travel to our Berkhamsted office once a week to participate in team meetings on a face to face basis, and may also be asked to travel between other offices occasionally, not only for your work but also so you get to know your colleagues in person.

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.

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

In this role, you can expect to spend much of your time out of the office visiting clients and you may also be expected to work occasional evenings and weekends to fit with the busy schedules of your clients. We in turn will offer you flexibility to maintain an appropriate work-life balance.

Salary

We offer a competitive salary which is reviewed annually.

The starting salary for this role is £35,000. In addition, 5% commission is offered on all completed sales.

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 autoenrolment 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)
- Health Cash Plan
- Season ticket loan
- Cycle to work loan
- Tech loan scheme
- 'Love Electric' electric car scheme
- Employee assistance programme

The job of Digital Media Sales Executive

The Digital Media Sales Executive's primary role is to generate new business from private hospitals and clinics and private consultant doctors in the UK.

We have a well-established digital media portfolio including leading websites such as [Private Healthcare UK](#), [GoPrivate.com](#), [HarleyStreet.com](#), and [Doctor Internet](#). The products you will be selling include:

- Lead generation services (whereby enquiries for services and treatments are forwarded to providers who pay a rate per enquiry via our [Fast Track service](#))
- Featured profiles
- Banner advertising
- Sponsorship of content and guides

The role requires a sales professional who is at ease dealing with private medical consultants and specialists, as well as marketing and business development executives. A proven and successful track record in a relevant sales environment, preferably in the B2B digital media industry is essential. New business generation experience as well as a solid understanding of lead generation services and digital performance metrics is key. Knowledge of the healthcare sector will be an advantage.

The role requires you to contact hospitals, clinics and practices, and to generate and attend virtual and face-to-face meetings with potential clients in the UK.

You will also be required to attend occasional events in London that are relevant to your portfolio of work, including our Private Healthcare Summit and our Private Acute Healthcare Conference and external events that attract private consultants, clinics and hospitals.

The emphasis will be on generating new business as well as taking on a number of established accounts where the focus is on renewal business.

Your key responsibilities will be:

- Setting up and attending meetings with current and target clients in the UK.
- Making a high volume of sales calls to your target clients.
- Working closely with our digital team to understand analysis of user behaviour and consumer trends and to target prospects and existing clients based on this analysis.
- Maximising revenue from your client base by attracting new clients as well as ensuring you retain and increase revenues from existing clients.
- Representing LaingBuisson and the brands you are promoting at conferences so that the brands are understood and promoted at a high level.
- Meeting pre-defined sales targets for new clients and renewals on a monthly and annual basis.
- Supporting our wider account management team by cross-selling as appropriate and developing new business leads and clients for our marketing activity.
- Recording activity on our CRM throughout the progression of the entire sales cycle.
- Reporting relevant feedback on sales prospects, progress on special projects and customer feedback to the management team.
- Effectively collaborating with internal departments to deliver a strategic sales approach that increases sales performance and enhances customer experience.

- Trouble shooting and rectifying any queries or complications that clients may have and maintaining an outstanding working relationship with all clients.

Key skills and personal attributes

The ideal candidate will have:

- A consultative selling approach both face to face and over the phone
- A superb telephone manner and the patience to deal with busy private consultants
- Excellent relationship building and account management skills
- Exceptional communication and negotiation skills
- Excellent organisational skills and the ability to multi-task and juggle priorities.
- A solid understanding of digital performance metrics and how they contribute to ROI.

In addition, you will be:

- Ambitious, well-presented, articulate and highly-motivated to generate new business
- Able to identify opportunities and creatively match services to the needs of the client and build on these ideas
- Comfortable in face to face environments and selling the portfolio to senior clinicians
- Computer and digitally literate

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 Sales Executive you will be doing the following:

- Visiting the consulting rooms and offices of potential clients, building vital relationships with gatekeepers such as receptionists and secretaries which will be key to your being successful in this role.
- Using your networks and creativity to find new business opportunities and develop them in order to increase your sales and raise awareness of our brands.
- Calling and meeting clients directly, both at their consulting rooms and offices and at events. You will need to be flexible to meet their schedules and will at all times be an ambassador for the brands you represent.

You will report to our Commercial Director, Sarah Ward. Other key relationships include:

- The other members of our sales team
- Our digital production and marketing team, who are responsible for creating and curating the profiles and advertising services you are selling. They will work with you to understand analysis of user behaviour and consumer trends and will provide you with statistics to support your sales efforts.

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 SE0622 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 (35 hours/week) basis but we will consider applications to work on a part-time or job share basis.