



EURACARE GHANA - POSITION DESCRIPTION

1. IDENTIFICATION

Title	Business Development Manager
Reporting Relationship	Managing Director
Staff Reporting to Position	Two Business Developers
Commencement Date	TBC

2. SUMMARY OF RESPONSIBILITIES

- Analyze market data and develop strategic plans to grow sales within territories.
- Keep informed and provide information on competitive activity.
- Develop & implement Sales & Marketing Strategy with sales team counterparts
- Identify opportunities for potential joint ventures and new synergies to raise the profile of the practices at Euracare
- Increase Sales within the various territories
- Initiate, introduce and negotiate agreements on new concepts & protocols with private medical insurance companies, corporate organizations and medical groups.
- Grow lines of service as defined by management, by developing, gaining, retaining and maintaining relationships with key referral sources
- Initiate & oversee Occupational Health Screenings
- Manage complex Sales & Marketing through medical facilities decision-making procedures.
- Ability to control a sales calls by following a defined agenda and concluding with clear outcomes.
- Coordinate selling and conversion efforts with Euracare counterparts in any given target account.
- Maintain call frequency to support account conversion and account service needs.
- Resist price pressure by establishing clear differentiation between Euracare and competitive alternative.
- Conduct multiple shift in-service programs as needed to ensure effective adoption and utilization of our services.
- Acting as Public Relations officer by collaborating with all stakeholders, attending trade shows and events to enhance the Euracare brand & visibility in the market.
- Assist Marketing by the development of marketing literature, commercial advertisement and media relationship
- Collaborate with Marketing to produce marketing campaigns, plan symposiums and educational forums that provide an opportunity to identify potential referral sources.
- Demonstrate accountability, learning agility and experience in leading & motivating staff in a collaborative team environment
- To perform other job-related duties as determined and assigned by management and Special Assignments, as required
- Submit Reports to Managing Director
- Maintain Euracare Ethical and Professional selling standards
- **NEGOTIATED WORK RESPONSIBILITIES:** (defined as Indispensable Work which is a showstopper and requires working with others in order to be accomplished):
 - Customer Services excellence
 - Marketing & Sales
 - Innovative
 - Project & Relationship Management
 - Excellent written and oral communication skills
 - National & International Accounts
- Physical requirements: Extensive car travel, talking & listening and administrative work

3. QUALIFICATIONS (Bona-fide *minimum* qualifications for the position)

- **Academic/Credentials/Certifications:** Bachelor's degree
- **Length of experience:** 4- 7 years' work experience with a proven (at least 3 years) track record of success in new business development.
- **Specialized skills/technical knowledge:** In-depth understanding of Sales & Marketing in the Healthcare industry, within the culture of Ghana, is essential.