

Combe Grove is a centre for advanced health and wellbeing in the UNESCO World Heritage City of Bath. An innovative, dynamic and friendly business Combe Grove is highly focused on delivering the charitable objectives of its guardian the Elmhurst Foundation.

Combe Groves pioneering work in Metabolic Health provides unique programmes with evidence-based education, personalised support and nurturing community environment which empowers individuals to be able to reset their health with medically measurable and sustainable changes.

## About the role

We are looking for a highly driven and innovative manager with proven success in breaking new ground in commercial activity and a demonstrable persistence to grow sales. This is a pioneering type role with a dedication and focus to create new results and new networks for sales development.

You will also support the Managing Director on a day-to-day basis and ensure a client focussed culture with a strong emphasis on driving sales and profitability and share our organisations values.

## About You

The ideal candidate has strong interpersonal skills, with the ability to influence and persuade others and is assertive in order to meet agreed targets and deadlines, and to overcome any problems which may challenge the achievement of set goals.

A tenacious self-starter you will be responsible for driving growth activity and sales across cross functional teams, with your direct reports ranging from marketing to Dietitians and Nutritionists within the Practice team. You are driven, with a natural curiosity whilst being mobile and having strong problem solving skills.

## Principle Duties and Responsibilities

- Responsible for driving growth and revenue by formulating and delivering the business development strategy
- Create and gain agreement on the commercial and business development plans linked to revenue generation targets with key objectives and strategies for each sales group
- Translate commercial strategies into focussed commercial plans and manage the delivery of these to ensure progress towards targets
- With the Managing Director, lead on the design and implantation of the commercial strategy
- Develop and maintain a tactical business development plan to meet and exceed revenue targets
- Build a strong knowledge of our customer base and USPs to keep our overall commercial strategy aligned with the organisation goals
- Leading and engaging with key stakeholders in commercial activities
- Responsible for performance against KPIs across the business and reporting on key metrics to be reported to the Executive team and all business performance teams
- Adapting performance measurement and reporting as the commercial function grows to enable the most valuable information to be analysed for continuous improvement in day to day management and reporting
- Optimise service and labour availability to meet service demand
- Maximise conversion of any enquiries to revenue generating activity

- Identify and implement revenue generating opportunities
- Participate in initiatives to grow revenue opportunities and market share and enhance the organisations reputation
- Liaising between commercial and business performance teams to align commercial plans with operational capacity and readiness
- Use all marketing and performance data avenues to monitor, analyse and report activity, adjusting strategies and action plans accordingly
- Proactively drive forward activities across cross functional teams, showing innovative solutions in order to tenaciously grow sales activities
- Support all areas of the organisation in planning projects clearly identifying the return on investment of projects and service delivery
- Ensure that the team structure is reviewed at least bi-annually, to ensure that it meets the need of the Combe Grove organisation and effect required changes

### **Leadership**

- Be a proactive member of the Executive and Management Teams contributing to team meetings, collaborative projects and supporting colleagues where necessary.
- Lead on best standards and practices and actively promote the vision, business purpose, culture and values of The Elmhurst Foundation and Combe Grove
- Provide effective finance team management and support to finance team members by carrying out a comprehensive induction, regular one to one meetings and training reviews
- Ensure that all team members are clear on their responsibilities within the team and that any concerns are promptly investigated, documented and resolved

## **PERSON SPECIFICATION**

### **Qualifications and Experience**

#### **Essential**

- Significant experience of working in the health sector
- Extensive experience in driving commercial operations
- Strong sales drive
- Strong leadership skills
- Experience of procurement and managing suppliers and contracts
- Experience of dealing with customer concerns and complaints with the ability to manage expectations and demonstrate the highest level of customer service and professionalism
- Experience of managing a team including recruitment, induction, training and development and team performance reviews

### **Skills and Attributes**

- Demonstrate a strong strategic commercial overview
- Ability to deliver a commercial sales function capable of achieving required results
- Commitment to the highest standards of accuracy and attention to detail
- Excellent communication and inter-personal skills
- Highly organised and systematic work processes
- Positive & flexible approach to the job and able to work outside normal working hours as required, including occasional weekends.
- Ability to demonstrate initiative and sound judgement
- Resilient and able to organise and balance priorities effectively
- Demonstrate a strong interest, understanding and empathy in health and wellbeing.
- Demonstrate a strong interest, understanding and empathy in teaching and apprenticeships
- Commitment to the highest standards of accuracy and attention to detail

- Excellent communication and inter-personal skills
- Highly organised and systematic work processes
- Resilient and able to organise and balance priorities effectively
- A strong interest in personal health & wellness and a focus on nutrition
- Desire to learn, personally grow and to help others
- Highly collaborative, with a strong commitment to team success
- Proactive and solutions focused
- Ability to adapt to new situations in a fast moving environment
- Leadership skills with a strong emphasis on training, coaching and development of degree-level apprenticeships

## **Contacts**

- Managers and Staff across the organisation.
- Clients

## **Special Note**

This job description does not form a part of the contract of employment but indicates how that contract should be performed. The job description will be subject to amendment in the light of experience and in consultation with the post holder.

## **No Smoking Policy**

Combe Grove operates a No Smoking Policy for all team members and therefore smoking is not allowed on any part of the estate.

## **Confidentiality**

All of the work relating to students, teachers, donors, staff and volunteers and any other information gained is of a confidential nature and must not be communicated to other persons except in the course of duty.

## **Health and Safety at Work Act**

It is the responsibility of all team members to ensure that the requirements of the Health and Safety at Work Act are complied with, safe working practices are adhered to, and that hazards are observed and reported to the appropriate office.