

JOB DESCRIPTION

JOB TITLE:	Careline Business Development Officer	JE NUMBER: A13552
DIRECTORATE:	Digital, HR and Customer Services	BAND: 8
RESPONSIBLE TO:	Systems and Technical Officer	
RESPONSIBLE FOR:		
MAIN PURPOSE OF POST:	To identify new business opportunities, build and maintain relationships with new clients and drive growth within the service. The postholder will play a key role in developing and implementing strategies to expand our customer base.	

DUTIES AND RESPONSIBILITIES:

1.	Identify and research potential business opportunities and target markets, reviewing customers needs and opportunities for business expansion.
2.	Develop and maintain a strong pipeline of leads through networking, proactive prospecting attending industry events and using online platforms.
3.	Build and nurture relationships with clients, understanding their needs, testing satisfaction, and presenting products and services effectively.
4.	Collaborate with the leadership team and communications and marketing team to develop innovative strategies and promotional campaigns to drive business growth.
5.	Conduct market analysis and competitor research to identify trends and opportunities
6.	Prepare and deliver persuasive presentations and proposals to develop the service
7.	Support the Compliance Officer to plan and implement the digital switch activity within Careline
8.	Support the Careline Manager and Head of Service to negotiate contracts, ensuring favourable terms for both parties
9.	Provide regular reports on sales activities, market conditions, income performance and competitor analysis to the leadership team.
10.	Identify and pursue new business opportunities, such as partnerships and collaborations
11.	Collaborate with other departments, such as comms and marketing, finance, revenues and ICT to ensure the successful execution of business development strategies.
12.	Keep up to date with industry trends and the competitive landscape.
13.	Provide information and performance reports as required by the Leadership team.

14.	Undertake continuous learning and development.
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GENERAL – To be aware of and implement the following:

Equalities – The council’s Equality and Diversity Policy which sets out the council’s commitment to advancing equality and social inclusion while celebrating the diversity within our communities.

Code of Conduct – All employees of Chesterfield Borough Council must comply with the Employees’ Code of Conduct.

Health & safety – To comply with the Health and Safety at Work etc. Act (1974) and carry out all duties in accordance with the Council’s Health and Safety policy.

Staff Development - The Council’s Performance & Development Review is an integral part of Chesterfield Borough Council’s performance management framework as well as a key employee development procedure. You will be required to undertake any training required for the job role.

Data Protection – All employees must adhere to the requirements of the General Data Protection Regulations (GDPR) and the Data Protection Act 2018 in respect of confidentiality and disclosure of data.

Safeguarding Children and Vulnerable Adults - The council has both a moral and legal obligation to ensure a duty of care for children and vulnerable adults across its services. We are committed to ensuring that all children and vulnerable adults are protected and kept safe from harm, and we have a responsibility to safeguard and promote well-being.

SPECIAL FEATURES OF POST:

Political Restriction	YES		NO	X
Vetting Checks e.g., Disclosure and Barring Service (DBS)	YES	X	NO	
Flexible approach to time of work, with ability to work evenings and weekends as required by the needs of the service.	YES	X	NO	
Hybrid role – the postholder may be asked to deliver their role from home or from the office to suit business need.	YES	X	NO	

It is the council's intention that this job description is seen as a guide to the main areas and duties for which the job holder is accountable. However, as the work that the council changes the job holder's obligations are also bound to vary and develop, so the job description should be seen as a guide and not as a permanent, definitive, and exhaustive statement. This job description is non-contractual.

PERSON SPECIFICATION

JOB TITLE:	Careline Business Development Officer	JE NUMBER:	A13552
DIRECTORATE:	Digital, HR and Customer Services	DATE:	2024

KNOWLEDGE / SKILLS / ABILITIES		
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Essential		
	<ul style="list-style-type: none"> - Strong knowledge of telecare and falls recovery service delivery - Able to deliver key performance indicators and targets - Able to deal with competing demands - Has excellent interpersonal skills; able to drive a 'one team' approach - Has strong analytical skills - Able to adapt and quickly learn - Have an entrepreneurial mindset - Able to deliver effective written and oral communication - Able to use initiative - Ability to think strategically - Good communication skills - Ability to network and build relationships 	Application Form / Interview
Desirable		
	<ul style="list-style-type: none"> - Good knowledge of a broad range of Local Government Services - Negotiation skills 	Application form / Interview
EXPERIENCE		
Essential		

	<ul style="list-style-type: none"> • A minimum of 3 years' experience within a contact centre or customer service environment, ideally within a telecare or Local Authority environment • Proven experience of developing and delivering service improvements in a customer environment • Experience of using ICT systems and software • A strong track record of building high performing teams 	Application Form, Interview
Desirable		
	<ul style="list-style-type: none"> • Experience of implementing digital transformation within a telecare or customer services environment • Two years' experience in supervising people • Experience of auditing 	Application form, Interview
QUALIFICATIONS		
Essential		
	<ul style="list-style-type: none"> - GCSE x 5 including English and Maths - Willingness to undertake job related training 	Application Form
Desirable		
	<ul style="list-style-type: none"> - Management qualification 	Application Form
COMPETENCY REQUIREMENT:		
Seeing the Big Picture	<p>Seeing the big picture is about having an in-depth understanding and knowledge of how your role fits with and supports the council plan and the wider public needs and the national interest. For all staff, it is about focusing your contribution on the activities which will meet the council goals and deliver the greatest value.</p> <p>For leaders, it is about scanning the political context and taking account of wider impacts to develop long term implementation strategies that maximise opportunities to add value to the customer and support economic, sustainable growth.</p>	Interview
Level: 2		
Changing and Improving	People who are effective in this area take initiative, are innovative and seek out opportunities to create effective	Interview

<p>Level: 2</p>	<p>change. For all staff, it is about learning from what has worked as well as what has not, being open to change and improvement, and working in ‘smarter,’ more focused ways.</p> <p>For leaders, this is about creating and encouraging a culture of innovation and allowing people to consider and take informed decisions. Doing this well means continuously seeking out ways to improve policy implementation and build a leaner, more flexible and responsive council. It also means making use of alternative delivery models including digital and partnership approaches wherever possible.</p>	
<p>Making Effective Decisions</p>	<p>Effectiveness in this area is about using sound judgement, evidence, and knowledge to arrive at accurate, expert, and professional decisions and advice. For all staff it is being careful and thoughtful about the use and protection of council and public information to ensure it is handled securely and with care.</p> <p>For leaders it is about reaching evidence-based strategies, evaluating options, impacts, risks, and solutions, and creating a security culture around the handling information. They will aim to maximise return while minimising risk and balancing a range of considerations to provide sustainable outcomes.</p>	<p>Interview</p>
<p>Level: 2</p>		
<p>Leading & Communicating</p>	<p>At all levels, effectiveness in this area is about showing our pride and passion for public service, communicating purpose and direction with clarity, integrity, and enthusiasm.</p> <p>It’s about championing difference and external experience and supporting principles of fairness of opportunity for all. For leaders, it is about being visible, establishing a strong direction and persuasive future vision, managing, and engaging with people in a straightforward, truthful, and candid way.</p>	<p>Interview</p>
<p>Level: 2</p>		
<p>Collaborating and Partnering</p>	<p>People skilled in this area are team players. At all levels, it requires working collaboratively, sharing information appropriately and building supportive, trusting, and professional relationships with colleagues and a wide range of people within and outside the council, whilst having the confidence to challenge assumptions.</p> <p>For senior leaders, it is about being approachable, delivering business objectives through creating an</p>	<p>Interview</p>
<p>Level: 2</p>		

	inclusive environment, welcoming challenge however uncomfortable	
Developing self and others	<p>Effectiveness in this area is having a strong focus on continuous learning for oneself, others, and the organisation. For all staff, it is being open to learning, about keeping one's own knowledge and skill set current and evolving.</p> <p>For leaders, it is about investing in the capabilities of our people, to be effective now and in the future as well as giving clear, honest feedback and supporting teams to succeed. It is also about creating a learning and knowledge culture across the organisation to inform future plans and transformational change</p>	Interview
Level: 2		
Delivering Value for Money	<p>Delivering value for money involves the efficient, effective, and economic use of taxpayers' money in the delivery of public services. For all staff, it means seeking out and implementing solutions which achieve the best mix of quality, and effectiveness for the least outlay. People who do this well base their decisions on evidenced information and follow agreed processes and policies, challenging these appropriately where they appear to prevent excellent value for money.</p> <p>For leaders it is about embedding a culture of value for money within their area/function. They work collaboratively across boundaries to ensure that the council maximises its strategic outcomes within the resources available</p>	Interview
Level: 2		
Managing a Quality Service	<p>Effectiveness in this area is about valuing and modelling professional excellence and expertise to deliver service objectives, taking account of diverse customer needs and requirements. People who are effective plan, organise and manage their time and activities to deliver a high quality, secure, reliable, and efficient service, applying programme, project, and risk management approaches to support service delivery.</p> <p>For leaders, it is about creating an environment to deliver operational excellence and creating the most appropriate and cost-effective delivery models for public services</p>	Interview
Level: 2		

Delivering at Pace	<p>Effectiveness in this area means focusing on delivering timely performance with energy and taking responsibility and accountability for quality outcomes. For all staff, it is about working to agreed goals and activities and dealing with challenges in a responsive and constructive way. For leaders, it is about building a performance culture where staff are given space, authority, and support to deliver outcomes. It is also about keeping a firm focus on priorities and addressing performance issues resolutely, fairly, and promptly</p>	Interview
Level: 2		