



The ROYAL
SOCIETY of
MEDICINE

Job Description

Senior Business Development Associate

A mixture of office (central London) and home working is anticipated with this role

Flexible working, with some evenings and early starts.

Competitive Salary

The Royal Society of Medicine is one of the UK's leading providers of continuing learning in healthcare. Our vision is 'better healthcare for better lives'. We aim to achieve this by sharing learning and supporting innovation on the science, practice and organisation of medicine.

As a registered charity and membership organisation with a global network of 20,000 members, we bring together healthcare professionals across specialties. We offer a range of membership options for every career stage, from students to retirement.

We deliver multidisciplinary, specialist and general education, as well as professional development, drawing on the support of leading experts in over 50 specialist areas of medicine.

Our learning resources span a wide collection of books, journals, digital journals and online medical databases. We are home to one of the finest physical and digital medical libraries in the world. We connect those involved and interested in healthcare and, by leveraging expertise from across the RSM, we support, help and inspire the innovators developing the medical products and services of tomorrow.

Job Purpose

The Royal Society of Medicine is a leading provider of continuous learning for healthcare professionals. The key purpose of the Senior Business Development Associate role is to develop new, profitable education partnerships and programmes. This dynamic role reports to the Director of Learning who is responsible for Education, Education Resources, Library and Archive. The RSM's education offering has rapidly evolved over the last few years and the Learning Directorate has been at the forefront of responding to and leading on this change. This role provides an opportunity to have real input into how the RSM shares learning and supports innovation across all areas of healthcare.

The Senior Business Development Associate leads the commissioning of new business and the scoping, planning and delivery of that business through a portfolio of medical education conferences, webinars, training courses and other learning opportunities. Working with colleagues across the Learning, Marketing, Development, Communications and Support Services teams, they lead the execution of a programme of high-profile opportunities including projects, broadcasts and conferences, managing them from conception, through delivery, to feedback and evaluation. They are responsible for the business commissioning, development and delivery including contracting, designing deliverables, working closely with the many medical experts within the RSM's reach to create education business that delivers measurable benefits for the RSM's audience.

Key aspects of the role are: business development, relationship management, managing delivery of programmes of project work (end-to-end); researching and developing new formats of learning delivery; responsibility for the financial management and operational delivery of education projects; leading matrix project teams to deliver on goals; and collaborating with high-profile external contributors, partners and clients.

Responsibilities

New Business Development

- Responsible for identifying new business opportunities by working with key stakeholders and horizon scanning
- Lead new business development through commissioning and contracting, through to business delivery and evaluation
- Develop financial targets and sustainable financial modelling approaches which comply with charity accounting requirements

Programme and Project Management

- Responsible for the programme management of a portfolio of new projects to support delivery of the RSM's education programme and strategy
- Lead the development stage of new education opportunities, working with current and new partner organisations and external experts to scope the opportunity, then lead and manage a matrix project team to execute plans
- Oversee the development of project plans, including developing detailed plans for project delivery (resource, financials, timings)
- Set financial and learning goals, and other measures of success, for each project
- Set up appropriate evaluation mechanisms to ensure each project reaches goals and lessons learnt are built in to forward programme
- Manage financial reporting to the Senior Management team and forward-planning of the programme
- Promote project management methodology and best practice for the RSM, disseminating this to colleagues in a learning environment.

Project execution

- Act as "product owner" for each new project, driving activity across the organisation, and with external partners, to achieve project goals
- Close liaison with external medical experts, partner organisations, donors and clients on the development and delivery of education and training experiences; leading on planning from ideation stage
- Lead content design of individual events, working with the Content Manager to develop best-practice
- Oversight of all operational aspects of delivering programmes, collaborating with other departments such as audio visual and the internal operations team
- Work with marketing colleagues to develop and drive the marketing activity for each event, designing outreach to relevant external organisations and contacts to develop the RSM's market reach

- Manage budgets for individual events and the programme, to achieve/exceed targets and increase profitability
- Ensure financial reporting is accurate, timely and clearly communicated to senior management
- Select appropriate delivery format for education projects: face-to-face, online or blended learning
- Where applicable, for out of house delivery, lead on venue selection, contract negotiation and manage operations with external organisations.

Stakeholder and relationship management

- Research and cultivate relationships with relevant new contacts and external organisations to collaborate on shared goals and build partnership work
- Understand and drive delivery of new partner and clients' requirements
- Internal stakeholder management, including liaising with SMT and Council members, and influencing and collaborating across departmental lines
- Liaise with high-profile contributors to the Education programme, including senior leaders and top experts from across Medicine and Science
- Conduct market and customer research to understand learning requirements, competitive position and software options
- Attend external conferences, events and meetings to build contacts and market awareness
- Work collaboratively with the Sections' events team and Business Development Managers, learning from and sharing best practice across the teams.

Other areas

- May have line management responsibility
- Support with any additional areas not specified which are linked with your job role
- Support wider team to deliver during exceptional periods due to absence and peaks of heavy workload

Person Specification

Qualifications, skills and experience

- Degree level qualification or equivalent experience
- Demonstrable experience of creating, delivering and improving a programme of medical educational training and/or projects and products
- Relationship building skills and significant experience of stakeholder engagement, including high-profile individuals and partner organisations
- Extensive experience of designing education programmes, medical/health education desirable
- Track record of multi-stakeholder project management, ideally with project management qualification or training
- Experience of online learning delivery
- Experience of leading matrix teams to deliver on projects
- Budget management and financial reporting experience; commercial awareness

- Customer and market research experience; can assess whether a new opportunity is viable for the organisation
- Must be able to confidently approach and engage with internal and external stakeholders at all levels
- Strong communication skills (written, verbal, presentational)
- Understanding of the healthcare sector, or of post-graduate/CPD learning provision is highly desirable
- Experience of line managing staff or supervising others' work
- Confident self-starter.

Competencies

- Influencing and persuading others
- Financial and budget management
- Project management
- Stakeholder and relationship management
- People management
- Creative, innovative
- Commercially focussed
- Drive to deliver/commitment.

The post holder must always when conducting responsibilities and interacting with others:

- Uphold the vision, mission and values of the RSM
- Support effective communication and consistent management of RSM policies and procedures throughout the organisation
- Adhere to the Society's Health and Safety regulations and ensure the safety of oneself and others engaged in the RSM premises and work by reporting hazards to a senior manager for address or taking actions (where possible) to remove safety hazards
- Adhere to the Society's Data Protection regulations and only use data as required to undertake their role and handle it in an appropriate and confidential manner
- Fully subscribe to the spirit of and adhere to the Society's people policies in particular the Discrimination, Bullying, Harassment, Victimisation policies.

To apply for the above opportunity please forward a CV and covering letter to recruitment@rsm.ac.uk no later than 26 March 2023 quoting reference: RSM006

The RSM is committed to equal opportunities. Equal opportunities are provided to all applicants for roles without regard to race, religion, colour, age, sex, national origin, sexual orientation, gender identity, genetic disposition, neurodiversity, disability or any other protected category.

The Society is committed to the safeguarding and fair processing of information received from candidates applying for opportunities within it and fully complies with the spirit and regulations of the GDPR. For a full statement about the type of data that the Society keeps about job applicants and the purposes for which it is kept, please visit our website by clicking on the following link: <https://www.rsm.ac.uk/fair-processing-notice-for-job-applicants/>

