

Job Description

Job title	Priory Placement Specialist (PPS)	Job family	Business Development and Strategic Growth
Reporting to	Service Development Director, Private Healthcare	Job code	
Location	East of England	Evaluation Date	tbc

Job Purpose

- Responsible for the overall management and performance of census and the daycare and outpatient business.
- The PPS is responsible for effectively managing, developing and maintaining strategic relationships with new and existing referrers and influencers across the region (including but not limited to: Visiting Consultants, NHS and Private GPs, independent therapists, referral agents, schools, universities and corporate organisations).
- The PPS is responsible for promoting existing services, mapping competitor behaviour and identifying market demand to inform new business opportunities.
- The PPS will work as part of a national team to ensure that opportunities from the region are fully scoped, explored and maximised.
- The PPS will work closely with the Marketing and PR departments to maximise the opportunities to promote Priory services and the Priory brand.
- The PPS role also requires the provision of commercial support to hospital and Wellbeing Centre managers to promote best practice across Priory's private healthcare services.

Responsibilities

- Work collaboratively with the PPS team, Regional SMT, Finance, and Service Development Director to maximise usage of Priory's Private Healthcare services.
- Identify opportunities for growth of private services, proactively targeting and approaching new referral sources to develop new referral pathways within the region and nationally.
- Work closely with PR and Marketing, proactively contributing content to promote the consultants, therapists and sites.
- Maintain and develop close working relationships with Consultants, NHS and Private GPs, independent therapists, referral agents, schools, universities and corporate organisations to ensure collaborative relationships with Priory.
- Develop strong relationships with Consultant Psychiatrists who hold practicing privileges with Priory as well as all those working externally to ensure links with the operational team/respective hospitals are being maximised.
- Build, maintain and record GP and corporate health care market intelligence within the allocated region to understand competitors and identify new private market opportunities and partnerships.
- Develop a process and timetable for stakeholder management and assist with effective reporting.
- Develop processes to ensure appropriate action is taken to understand and reverse adverse movement in activity/financial positions.
- Ensure the availability of accurate, timely information to support monitoring and management of relationships.
- Take overall responsibility for ensuring the confidentiality, security and accuracy of data and information.
- Achieve budgeted census and revenue across all services.
- Provide reports for the Regional SMT as required.

Knowledge / Education / Skills

- The majority of problem solving is based on acquired knowledge and experience, the role holder will work within existing procedures and processes yet innovate as required.
- There will be the need for adaptive thinking, particularly when dealing with external stakeholders.
- Graduate or equivalent.
- Proven self-starter with excellent track record in delivering sales target as part of a team to achieve agreed and shared objectives is preferred.
- Presentable and effective communications, both written and verbal.
- A high level of personal authority, demonstrated by a mature and professional attitude and confidence when presenting to large groups of internal and external stakeholders.
- The candidate must reside within the Sales Region.
- Desirable but not essential – strong knowledge of mental health products and private healthcare services. A counselling or therapy qualification/experience would be of benefit for this role.
- Current and full UK driving license and covered for business use on your motor insurance.

Experience

- Experience of working with a range of stakeholders, delivering both transactional and consultative sales in order to sell existing services, but also to have the initiative and confidence to explore and develop new opportunities.
- Vital to your success is the ability to be adaptable and quickly develop a good working knowledge of the private mental health market.
- Ability to relate at a senior level to all elements of the customer base as well as internal senior representatives.
- Able to articulate clearly and succinctly in high pressure and challenging situations.

Communication

- Strong communication and negotiation skills are required for the effective management and performance of relationships within the region.
- Ability to manage and deal with a wide range of external agencies, partners, clients, referrers and senior management is required.

Working Environment

- The problems faced by patients may present difficult and challenging situations, which may heighten the physical, sensory and emotional demands of the role.

Safeguarding

All Priory Group colleagues have a responsibility to safeguard the individuals we care for, these may be adults and children or individuals connected to the people Priory Group supports. Colleagues must ensure they are aware of the local child and adult safeguarding policies and procedures in their service, in addition who to contact within the Local Authority Safeguarding Team for further advice.

All colleagues are required to attend safeguarding training appropriate to their role and to undertake additional training in associated areas.

Upholding the Company Behaviours	
This provides some guidance on the types of conduct to support the Company Behaviours	
Behaviour	Evidence
Putting People First	<ul style="list-style-type: none"> • Strives to ensure every colleague is able to make a positive and lasting difference to Service Users and their families • Actively seeks to develop the potential of every service user and staff member
Being Supportive	<ul style="list-style-type: none"> • Celebrates success and supports colleagues through difficult times • Demonstrates loyalty to colleagues, manager and team
Acting with Integrity	<ul style="list-style-type: none"> • Is honest and respectful in all interactions with colleagues and customers • Demonstrates emotional control • Ensures accurate recording of any transactions and interactions on all company documentation • Challenges poor performance and behaviours
Being Positive	<ul style="list-style-type: none"> • Promotes the company in a positive way at all times • Strives for positive outcomes, especially when times are challenging
Striving for Excellence	<ul style="list-style-type: none"> • Always puts service quality first • Shares and encourages innovation • Keeps on top of new developments in the sector