Job Description

Job title:	Commercial Director
Salary:	Base £75k plus commission
Accountable to:	Chief Energiser, Practice Unbound and Peers in the PU Enabling Team
Location:	Brighton with national travel expected.

About Practice Unbound

Practice Unbound is a business unit within Here, a not for profit social enterprise. We deliver e-learning, blended learning and other business solutions to primary care across the UK.

Our strategy is to implement a combination of an open business model with the long tail model, where we sell less of more with multiple products developed with multiple partners and developed in house. Our approach is to create and capture value by systematically collaborating with outside partners as well as developing our own products. This has required the development of a strong platform and a strong sales capability. Our current products and market focus on delivering sustainable change solutions to General Practice. To do this we need to ensure high level of user traffic on our Platform, customers who can implement our solutions really well and partners who offer excellent solutions and products that make commercial sense to customers, partners and ourselves.

The role

Your role is to lead the commercial development of Practice Unbound alongside the Chief Energiser and peers in the PU Enabling Team. You will be supporting the development of the strategic development of this exciting start up initiative and its wider success to its customers, clients and partners. You will lead on implementing the agreed strategy to deliver revenue, margin and growth.

You will be leading the development of the sales capability and revenue generation as well as the development of our commercial relationships with our partners generated through our open business model.

You will be responsible for creating revenue by closing deals for Practice Unbound with customer and partners across the UK. You will lead the Sales and Commercial team to ensure the success and viability of the business.

Your challenge

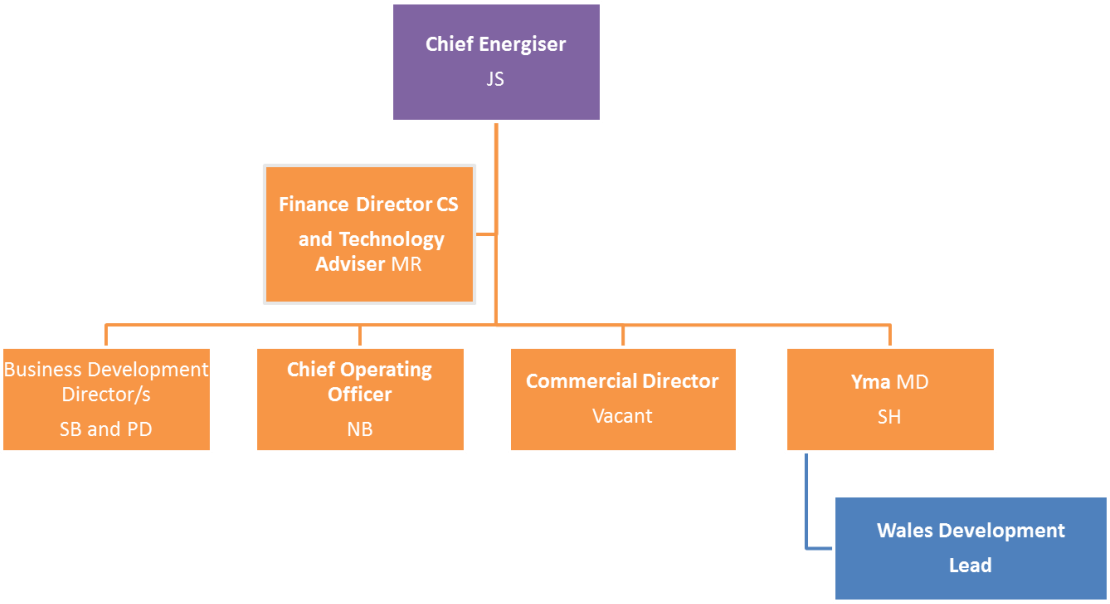
- To support the development of a coherent, robust and sustainable strategy to deliver on revenue, margin and growth for Practice Unbound and Practice Unbound's partners
- Develop our understanding the market, its needs and ensure our design process and business development cycle is meeting the needs of the market. Scoping out future markets beyond Primary Care to ensure longer term sustainability.
- Develop our teams sales strategies and success in that market, delivering on sales targets and increasing revenue, achieving margin and growth targets that are both realistic and ambitious
- Ensure our team uses data to drive their decisions as well as sensing into the market, developing our sales Learning Quality Framework
- Lead by example with our Sales Executives and others to close high value deals and contracts
- Ensure the systems and processes, contractual requirements are in place across the team and business development aspects that protects PU, Customers and Partners.
- Working alongside our Director of Business Development and Finance Director to assess risk of new business opportunities and make recommendations on partner product developments
- Lead the implementation, development and future iterations of our Community Insights programme which is designed to generate new commercial relationships and put robust processes in place for commercially assessing viability of relationships and products.
- Put processes in place to ensure that Partners needs are met and that further revenue generating ideas are tended, working with the Director of Business Development
- All Directors at PU will be a Product Owner for a specific product, this require strategic oversight from the perspective of the what the product delivers to the customer and takes responsibility for the products successful development and implementation.
- To undertake any other duties commensurate with the role.

Your skills, knowledge, experience and outlook

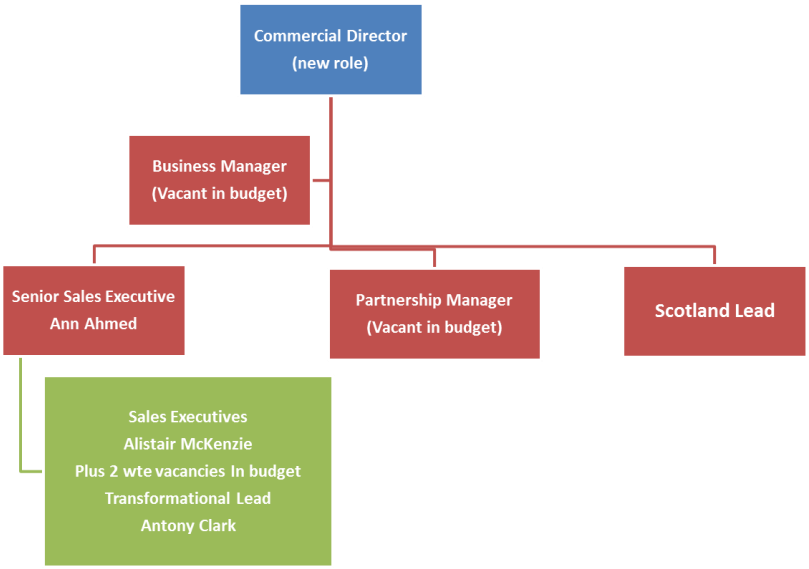
- You will have significant experience of working in a high pressure sales environment
- You will have a proven track record of putting systems, strategies and processes in place to develop and grow a business
- You will have demonstrable experience and knowledge in leading and co-ordinating others to close deals and achieve sales targets.
- You will have strong entrepreneurial skills with a natural ability to spot opportunities for revenue generation

- You will have exceptional relationship skills with a very wide range of people and the ability to understand what matters to them quickly and confidently
- You will have experience of developing the competence and ability of a whole team to do well.
- You will be flexible in your thinking, agile and mentally resilient.
- Excellent persuasive communication and listening skills

Key Relationships and Structures



Your team (this is the starting point as we develop)



What do we offer

We work to ensure that our culture is one that allows everyone to come to work as their 'whole' selves. For most of us, work takes up a big part of our day. We want to ensure that it's enjoyable and speaks to us on a level deeper than 'just getting the job done'.

- A great office to work from and home working with video connection
- Flexible working hours to suit you
- 33 days leave including Bank Holidays
- Free unlimited drinks and ethically sourced fruit
- Regular well being activities that are subsidized yoga, football and other team events, Ping-Pong table.
- Mindfulness sessions and an annual retreat for mindfulness training
- 8 weekly Enabling Team reflective and development time to reconnect and rejuvenate.
- Annual Sales retreat to unwind and learn together in a wholesome place.
- A personal development process called 'Pirate Dave' which allows peer-to-peer conversations about your development

Use of new technology

We will make use of computer technology. Staff should expect to use automated information systems in their work in order to improve quality and co-ordination of services, and to enable faster and more accurate communication within and outside of the organisation.

Confidentiality

As an employee of 'Here' and Practice Unbound you may gain knowledge of a highly confidential nature relating to the private affairs, diagnosis and treatment of patients, information affecting members of the public, matters concerning staff and details of items under consideration by 'Here'. Under no circumstances should such information be divulged or passed to any unauthorized person. This includes holding conversations with colleagues concerning patients or staff in situations where the conversation may be overheard. Breaches of confidence will result in disciplinary action which may involve dismissal.

Equal opportunities

Our policies and practices are designed to ensure equality of opportunity in employment and service delivery. All staff are expected to comply with these policies and practices.

Health and safety

All staff have a responsibility to perform their duties in such a way that accidents to themselves and to others are avoided, and to cooperate in maintaining their place of work in a tidy and safe condition, thereby minimising risk. Employees will, therefore, refer any matters of concern through their respective line managers. Similarly, it is each person's responsibility to ensure a secure environment and bring any breaches of security to the attention of their managers.

No smoking policy

We operate a no-smoking policy. This applies to all staff and visitors. This policy also includes travelling in 'Here' owned or leased vehicles during work time and whilst travelling in their own vehicles whilst on duty, in work time or whilst on 'Here' premises. It is a condition of employment for staff that they do not smoke whilst on duty or anywhere on the premises including the car park.

Training and development

All employees have a responsibility to undertake statutory and mandatory training that is required by 'Here'. In accordance with the Training and Development Policy staff are expected to actively participate in the appraisal system and using this process to develop a Personal Development Plan (PDP).

Agreement

This job description will be reviewed as necessary and may be amended to meet the changing needs of 'Here'. It will also be used as the basis to set performance standards and/or objectives and the contents will be used as part of annual appraisals. This job description has been agreed between the post holder and 'Here'.

Employees Signature: .....

Print Name .....

Date: .....

Manager Signature: .....

Print Name: .....

Date: .....

JD author (name and job title):	Zoe Nicholson
Date JD agreed:	
Brief description of reason for review (if applicable)	
Version number	V01