

<b>Job Title:</b>	Business Development Manager
<b>Accountable To:</b>	Executive Leadership Team
<b>Directorate:</b>	Service Delivery
<b>Salary:</b>	Based on Experience

## About Spark UK Medical Limited & The Pre-Hospital Academy

### A Great Place to work

At Spark Medical, we offer an unrivalled clinical development pathway, giving you access to outstanding training and career progression opportunities. This includes support and funding for formal academic qualifications, ensuring you can continue to grow and excel in your career.

Working across the United Kingdom, you'll have the opportunity to apply your skills in a wide range of environments—from fast-paced urban centres to rural and remote communities—gaining diverse and rewarding clinical experience.

### A Great Place to Live

Wherever you're based across the UK, you'll benefit from a varied and high-quality lifestyle. From vibrant cities and cultural hubs to peaceful countryside and coastal communities, there are opportunities to find a location that suits both your career and personal life.

With a range of living options available nationwide, you can enjoy a balanced lifestyle, with access to affordable housing in many regions, alongside excellent amenities, transport links, and a rich cultural heritage.

### Working for our organisation

Spark Medical is a rapidly growing organisation with a clear ethos of delivering high-quality care. An exciting opportunity has arisen within the Senior Leadership Team to oversee the delivery and strategic development of our Training, Learning and Development portfolio within the Pre-Hospital Academy.

Since 2016, Spark Medical has been delivering ambulance services, event medical cover, accredited pre-hospital care, clinical education, and workplace first aid training. We are proud to be a modern, forward-thinking provider, supporting a wide range of healthcare settings across the UK.

As a highly regarded, clinically led organisation, we are patient-focused and driven, with a dedicated leadership team committed to maintaining the highest standards of care. Our vision—where every second counts and every patient matters—underpins our mission to deliver the right care, in the right place, through a skilled and committed workforce, working in partnership with the NHS.

Spark Medical provides 24/7, 365 days a year accident and emergency services to patients requiring urgent medical treatment and transport. Our highly skilled teams deliver life-saving care within

communities and ensure patients are safely transported to hospital or appropriate care settings when needed.

In addition, we provide non-emergency patient transport services for those who require assisted travel due to medical or clinical needs.

Working in healthcare is incredibly rewarding, offering the opportunity to make a genuine difference in people's lives at their most vulnerable moments—something we are proud to do every day.

## **Role Summary**

The Business Development Manager will provide strategic direction and commercial leadership to drive sustainable growth and market expansion for Spark UK Medical Limited. The role requires a strong track record of delivering new business within competitive and fast-paced environments, with a clear focus on opportunity generation, conversion, and long-term value creation.

The postholder will be accountable for identifying, pursuing, and securing new business opportunities across NHS organisations, integrated care systems, local authorities, private healthcare providers, and other relevant sectors. This includes developing and managing a robust pipeline of opportunities, ensuring alignment with organisational priorities, and maximising return on investment.

A key responsibility of the role is the effective management of client and commissioner relationships, building credibility at senior levels and ensuring a thorough understanding of customer requirements. The Business Development Manager will monitor the procurement landscape, identifying emerging opportunities and shaping early engagement strategies to position the organisation competitively.

The role will also require the provision of accurate, timely reporting on pipeline performance, market trends, and commercial intelligence to senior leadership, supporting strategic planning and informed decision-making. Strong financial awareness and commercial acumen will be essential in evaluating opportunities and contributing to sustainable business growth.

In addition, the postholder will work collaboratively with internal stakeholders across operations, finance, and clinical teams to ensure seamless mobilisation and delivery of new contracts. Operating on a national scale in a largely remote, field-based capacity, the role demands a high level of self-direction, organisation, and accountability, alongside a proactive and results-driven approach.

## **About You**

You are a commercially astute and results-driven business development professional with a proven ability to identify, secure, and grow new business opportunities within complex and competitive markets. You bring strong relationship-building skills, sound commercial judgement, and the confidence to engage effectively with senior stakeholders across healthcare systems, commissioners, and partner organisations.

You thrive in fast-paced, target-driven environments, demonstrating resilience, adaptability, and a proactive approach to achieving results. Highly organised and self-motivated, you are comfortable

managing a diverse pipeline of opportunities, balancing competing priorities while maintaining a clear focus on delivery and performance.

With a strategic and forward-thinking mindset, you are skilled at analysing market trends, identifying emerging opportunities, and positioning services to meet customer needs. You take a solutions-focused approach, working collaboratively with internal stakeholders to develop compelling proposals and ensure successful mobilisation and delivery of new contracts.

You operate with a high degree of professionalism and accountability, consistently delivering against objectives while upholding organisational values. Your strong communication and influencing skills enable you to build trusted partnerships and contribute to a positive, high-performance culture.

Driven by achieving growth and delivering value, you are committed to securing sustainable business that supports organisational success and enhances outcomes for clients and service users.

## **Role Responsibilities**

### **New Business**

- Identify and pursue new opportunities across NHS, ICBs, local authorities, and private healthcare clients
- Progress relationships from first contact through proposal, pitch, and negotiation to contract award
- Achieve a personal new business target of £750,000 contract value secured per annum

### **Relationship Management**

- Build and maintain a portfolio of substantive relationships with commissioners, procurement leads, and decision-makers
- Represent Spark at industry events, procurement days, and networking forums
- Manage all existing client relationships to support retention, with renewals flagged a minimum of 6 months in advance

### **Procurement Monitoring**

- Monitor Find a Tender, Contracts Finder, NHS Supply Chain, and relevant sector portals for PINs, ITTs, and DPS opportunities
- Log all relevant opportunities within 3 days of publication
- Provide the bid team with a minimum of 3 months' notice of all identified tender opportunities relevant to service.

### **Portfolio and Pipeline Tracking**

- Maintain a live business development diary recording: organisation, location, date, interaction type, outcome, and next action

- Ensure the pipeline is accurate, current, and available to senior management on request at all times
- Review and verify pipeline status on a [weekly / fortnightly] basis

### **Revenue Development**

- Identify and evaluate new revenue streams and service lines aligned to Spark's capabilities
- Submit a minimum of 6 formally documented revenue proposals to senior management per year

### **Reporting**

- Submit pipeline and activity reports to Brian Wren by Friday each week
- Attend and present at all scheduled business development review meetings
- Complete monthly KPI dashboard accurately and on time

## **Person Specification**

### **Essential**

- Proven track record in B2B business development with demonstrable contract wins
- Experience working within or selling into NHS, patient transport, or CQC-regulated environments
- Working knowledge of public sector procurement including PINs, ITTs, and framework agreements
- Strong written communication — capable of producing proposals and reports to a professional standard
- Disciplined, self-directed approach to remote working and pipeline management
- Full UK driving licence

### **Desirable**

- Knowledge of NHS commissioning, ICB structures, and NEPTS procurement frameworks
- Existing network of contacts within NHS, local authority, or private healthcare sectors
- Experience presenting to formal procurement evaluation panels

### **Competencies**

The postholder is expected to consistently demonstrate the following:

- Commercial Drive — pursues opportunities proactively and holds themselves accountable for results
- Relationship Building — invests in genuine, long-term relationships and engages credibly at senior level

- Communication — writes and presents clearly, adapting style to audience
- Organisation — manages a complex workload with precision; pipeline and reporting outputs are always current
- Market Awareness — stays ahead of procurement signals and brings intelligence to the team
- Integrity — reports accurately, including when performance is below target