

# LIFE WORKS

**Job Title: GP and NHS Liaison**

**Reports to:** Marketing Director/ CEO Don Serratt

**Based at:** The Grange, Old Woking, Surrey

**Job Purpose:**

Liaise with GP's, NHS and Social Services Commissioners to ensure maximum revenue is generated from these referral sources.

Build relationships within these areas to ensure the Life Works brand is at the front of their minds and that they have a full understanding of all the services we provide.

Be the first point of contact for these areas.

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**Person Specification**

Candidates need to meet the following criteria:

- Experience of working in a similar role in the healthcare sector.
- A basic understanding of Sales and Marketing techniques
- Exceptional communication skills
- Self motivated
- Previous business development experience
- Good working knowledge of computers

**Key Responsibilities and accountabilities:**

**Initial Orientation:**

- Engage the target audience through a variety of written, telephone and face-to-face communications.
- Manage a programme of regular sales calls
- Organise networking events
- Attend networking events
- Build relationships with key members of the PCT's and Social Services bodies identifying opportunities for business growth and joint working.
- Build relationships with GPs and Practise Managers to ensure a consistent referral stream.
- Develop and manage opportunities that can increase the awareness of Life Works through events such as breakfast, lunch and dinner presentations to professionals.
- Manage the effective distribution of marketing materials including workshops and lectures.
- Carry out market research and surveys to assess the quality of treatment, aftercare and referral source satisfaction.
- Monitor competitor activity and pricing positions.
- Contribute to long term marketing plans and strategies.

- Contribute to the development of treatment programmes from a marketing perspective.
  - Manage personal travel and entertainment budgets.
  - Provide weekly reports and board meeting reports.
  - Support the CEO and other colleagues as required.
  - Assist in out of hours coverage of enquiries and admissions.
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**Key Performance Indicators for this Post:**

- Achievement of referral revenue targets
- Staying within travel and entertainment budgets
- Referral source satisfaction
- Expansion of referral base
- Punctual, professional and efficient conduct in the role
- Actively involved in own self-care both in and outside of the workplace

The job description will be subject to continual review and adjustment according to the needs of Life Works, and the management team. Any changes will be discussed and agreed with the individual counsellor.

DS May 2009