

JOB DESCRIPTION

Job Title:	Regional Business Director (RBD)
Reports To:	Commercial Director
Location:	Field Based
Job Purpose:	The role of the RBD is to develop mutually beneficial relationships with our NHS customers ensuring we meet their needs. Through open and transparent relationships with customers you develop and drive the growth of Ridge products. At regional level the RBD identifies prescribers, influencers and decision-making groups that have an influence on prescribing and implementation. The RBD uses a multi-channel approach to work with customers and develop business.

Key Duties & Responsibilities	
1.	Create and deliver a regional business plan which prioritises actions needed to gain endorsement and implementation of Ridge products
2.	Develop a network of influential clinical and procurement stakeholders, and support these relationships to ensure advocacy toward Ridge products
3.	Grow sales within the region while ensuring the company ethos and values are upheld at all times
4.	Secure the optimal positioning and implementation of the brand proposition onto local healthcare economy guidelines
5.	Identify and develop relationships with Key Opinion Leaders whose needs align with the brand value proposition
6.	Deliver sales growth within key accounts through a strong implementation plan to generate a return on investment
7.	Analyse sales data and identify target markets to increase client base and maximise opportunities
8.	Create and implement innovative solutions to drive the prescribing of our brands
9.	Maintain a high level of both NHS, customer and brand knowledge in order to be recognised as a point of contact

Key Performance Indicators	
1.	Delivers consistently on target sales growth for the region
2.	Ensures our products are first line brand of choice in local and regional prescribing guidance (formularies, STP, prescribing guidance etc)
3.	Develops influence networks and manages key relationships proactively, achieving trusted partnerships
4.	Develops a business plan in line with nationally agreed objectives
5.	Consistent and complete compliance to regulations and Ridge SOPs

PERSONAL SPECIFICATION:

Essential

The job-holder must have:

- Proved track record in achieving sales within Primary Care Organisations (PCO) e.g. CCGs
- Established relationships with regional prescribing advisors, medicines managers and key PCO decision makers
- Substantial pharmaceutical commercial experience
- An excellent understanding of the NHS and the strategic objectives both at national and regional level
- ABPI qualified

And will demonstrate:

- compliance requirements in the Pharmaceutical industry
- a strong commercial acumen, in relation to the business model of the company
- a good understanding of the financial aspects of managing a budget and administration
- initiative and ability to work independently to deadlines
- excellent personal organisation skills to manage time and resources appropriately to specific situations and workplace requirements
- a good sense of humour at work, and actively contributes to the positive team-working environment
- clear and logical thinking, in relation to problem solving; and a creative and proactive approach to providing solutions in any given situation.