

**GROUP RELATIONSHIP MANAGER**

Are you interested in an exciting opportunity to proactively connect and build relationships with external stakeholders and promote Macklin Care Homes new service offering? This is a challenging role for someone who enjoys variety, is self-motivated and can work autonomously. If you want to be involved in a forward thinking business where your passion and enthusiasm will provide the opportunity to thrive in a fast paced and rewarding environment, then this is the role for you!

**COMPANY BACKGROUND**

At Macklin Care Homes, we put our residents and their families at the heart of everything we do. We are committed to providing for the individual needs of each resident in a setting they are proud to call home.

The award winning Macklin Group, established in 1980, is a family run business employing approximately 600 people in the Care and Hospitality sectors. The Group incorporates; Milesian Manor Care Home, Magherafelt; Ratheane Care Home, Coleraine; Leabank Care Home, Ballycastle; Arlington Care Home, Belfast; Parkmanor Care Home, Dunmurry;; and Our Lady’s Care Home, Belfast and Malone Lodge Hotel, Belfast.

The Group has recently expanded to six care Homes with the redevelopment of Milesian Manor to become Northern Ireland’s first Lifestyle Care Home designed to provide personalised residential, nursing and dementia care. The Company is a proud recipient of over 50 awards including the accolade of Northern Ireland Nursing Home of the Year three years running. The Group was also a finalist for Best Company to Work For and was named Employer of the Year at the first Northern Ireland Family Business Awards.

We are recruiting a Group Relationship Manager to join our growing organisation. The successful candidate will work closely with the Nurse Management Team to support the achievement of Group occupancy targets. This is a pro-active business development role where you will be networking with external stakeholders including healthcare professionals, organisations that care for the elderly, educational institutions and local communities. The successful candidate will have a keen interest in the activities of the Home and will work in conjunction with PR/Marketing partners to plan and develop local marketing campaigns to generate enquiries and manage the sales cycle from generation to close.

The success of the Macklin Group is directly attributable to its core values and strong family ethos, yet has the dynamic environment to challenge and develop the very best people. This is an exciting opportunity to join a new role within the Group and contribute to the continued growth and development of the Company.

**JOB DESCRIPTION**

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| Job Title:  Contract/Hours: | Group Relationship Manager  Permanent – Minimum 40 hours |
| Location: | This role will involve travelling across our various Care Home locations |
| Travel: | As required dependent on business needs |
| Reporting: | Regional Manager |
| Purpose: | To proactively connect and develop relationships with external stakeholders including healthcare professionals, organisations that care for the elderly, educational institutions, and local communities, to support the achievement of Group occupancy targets. |

**Duties and Responsibilities:**

* Lead on the development of business opportunities to support the achievement of Group occupancy targets.
* Generate referrals by proactively connecting and developing relationships with external stakeholders including healthcare professionals, organisations that care for the elderly, educational institutions, and local communities.
* Manage enquiries from generation, capture accurate resident data, and input to CRM system.
* Manage the delivery of an exceptional show round experience.
* Liaise with Activity/Lifestyle Coordinators to identify opportunities to connect the Homes with local communities, hosting events in the Homes as well as supporting fundraising activities and intergenerational projects.
* Produce reports and other management information to monitor trends and plan ahead.
* Engage with relevant stakeholders to develop and implement a sales and marketing plan.
* To be proactive in researching ideas and best practice to continue to improve the Homes.
* Understand the competitor landscape to ensure the Homes maintain their competitive advantage and to identify gaps in the market.
* Act as an ambassador and represent the Macklin Group at local and community events.
* To perform related duties and specific projects as assigned by Management to contribute to the overall aims of The Macklin Group.

The nature of the job will change as the needs of The Macklin Group develop. This will require a considerable degree of commitment, flexibility and adaptability of the successful candidate.

**PERSON SPECIFICATION**

**Essential Criteria**

* Proven record of developing and maintaining stakeholder relationships
* Full UK driving licence and access to a car
* Eligibility to live and work in the UK
* Ability to work flexible hours, whilst predominately Monday-Friday there will be a need to work some evenings and weekends
* Commitment to the company core values and ways of working
* Satisfactory Enhanced Access NI Disclosure (upon commencement of employment)

**Desirable Criteria**

* Previous experience of business development
* Previous experience of working in the healthcare, hospitality, or voluntary sectors
* Understand the local area and population demographic
* Previous experience of community engagement

**Skills**

* Results orientated
* Persuasive selling style
* Have the ability to build rapport easily with people at all levels
* Possess excellent verbal and written communication skills
* Have the ability to think independently and work on own initiative
* Be computer literate with a good working knowledge of Excel, Word, Power-point, and Database’s
* Be accurate with an attention to detail
* Ability to work well in a fast paced environment: must be organised, flexible, quick thinker, proactive

If you have the skills and enthusiasm for this varied and challenging role please complete an application form or forward your CV for consideration outlining how you meet the relevant job criterion.

Please be advised that Macklin Care Homes reserves the right to apply desirable criterion as part of the short listing process.

**Closing Date for Applications: Monday 26th November 2018**