

## Position Specification

<b>Position Title:</b>	<b>Head of Business Development</b>
<b>Department/Function:</b>	Business Development
<b>Reference number:</b>	RCPI-49-21
<b>Application Closing Date:</b>	29 October 2021

### About Royal College of Physicians of Ireland (RCPI)

Founded in 1654, RCPI is a not-for-profit organisation that is committed to helping doctors enhance their skills, competencies and professionalism throughout their working lives. There are over 120 staff and four regional outreach offices providing services to approximately 1,500 doctors enrolled on specialist training programmes and over 4,000 exam candidates per annum.

The RCPI has two Institutes and four Faculties comprising of a membership of 11,661 doctors across the globe:

- Institute of Medicine
- Institute of Obstetricians and Gynaecologists
- Faculty of Occupational Medicine
- Faculty of Pathology
- Faculty of Paediatrics
- Faculty of Public Health Medicine

RCPI derives its income from a range of activities including membership subscriptions, delivery of postgraduate medical training, post graduate membership examinations, educational programmes, and the provision of services to the HSE and Department of Health, primarily for the delivery of national postgraduate medical training programmes.

RCPI has just completed the development of a new three year strategy following consultation with key stakeholders. The new strategy will be launched in the coming weeks.

The **Vision** is a globally connected community of doctors improving peoples health. The **Values** are Welcoming, Connecting, Respectful, Responsive, Challenging and Trustworthy. The **Strategic Objectives** over the next three years are to be:

- Forward Thinking
- Globally Active
- A Dynamic Organisation
- Financial Strength

To achieve these objectives, RCPI will have to increase its income in order to maintain its independence and support investments in innovation in education and training. To support this objective the College is establishing a new Business Development function which will be responsible for overseeing the commercial aspect of College activity. Further information on the organisation is contained on the website: [www.rcpi.ie](http://www.rcpi.ie)

### About the position

The Head of Business Development will lead the newly established Business Development function and team. The function will have the following departments:

- Product Development
- Market Research
- Marketing
- International Growth (International Medical Graduate Training Initiative)
- Membership Management

Under the leadership of the Head of Business Development, the team will have a key role in generating new independent income from educational courses, international training programmes and membership management. With international income accounting for over 30% of RCPI revenues through exams and training, and with the stated strategic objective of achieving Financial Strength, the business development team will have a major role in identifying new educational, training and consultancy opportunities for RCPI, building upon its strong brand and established reputation.

The person will also be responsible for our marketing department and developing valuable market and customer research to support our product development and positioning to meet market and individual customer needs.

Membership management will also sit in this new function with the responsibility to develop new offerings to our local and global membership based on a detailed understanding of Members and Fellows needs. Initial work has already commenced in documenting these needs.

The Head of Business Development will sit on the Senior Management Team and report directly to the CEO. There is an extensive amount of travel to international markets required in this role.

### **Responsibilities of the Role**

- Develop a commercial model for the College and set and execute a roadmap which aligns with the agreed strategic objectives and delivers growth and financial strength. This will include development and delivery against financial targets and agreed key performance indicators.
- Seek strategic partnership opportunities and manage new and existing relationships.
- Develop a Strategic Marketing Plan for the College.
- Be the voice of the customer in strategic discussions and bring customer insight to the forefront so as to strengthen go-to-market and brand communications.
- Foster innovative thinking and idea generation.
- Support the Digital Strategy Group to deliver key system changes to enable strengthened and improved customer relations management.
- Review of existing educational and exam offerings to determine profitability and sustainability.
- Provide advice and support to CEO and Senior Management Team on commercial opportunities, marketing, research and competitive positioning.
- Communicate with internal and external stakeholders including the Executive Board, Council, HSE, Medical Council and others.

- Manage and develop the department teams including the marketing department and membership.

### **Experience and Qualifications**

- Minimum degree level qualification preferably in business, finance or relevant field.
- Demonstrable track record of experience in a similar role and an entrepreneurial spirit.
- Commercially minded with demonstrated experience growing revenue at scale and proven ability to deliver on strategic initiatives.
- Strong leadership skills.
- Strong communication and analytical skills with a proven ability to influence and drive senior management and stakeholders.
- Demonstrable results of business development, marketing and commercial initiatives.
- Proven track record of managing teams to achieve performance goals.
- Highly motivated individual with the ability to collaborate and communicate effectively.

### **How to apply**

Interested candidates should submit a CV and cover letter to Maire McEvoy (jobs@rcpi.ie) by close of business on 29 October 2021 and specifically address how their experience fits with the requirements of the role. Any enquiries should be directed to Dr Terry McWade, CEO.