

business development manager

Reporting to: **Directors**

Employment Type: **Full Time**

Job Type: **Permanent**

Location: **Pride Park, Derby
(Travel Required)**

purpose of role

This is an exciting opportunity to join Twyford Care Group at a pivotal stage in our growth journey. As we expand through organic growth, strategic acquisitions and new service developments, we are seeking an ambitious, results-driven Business Development Manager to contribute to our continued success.

Reporting directly to the Directors, you will lead business development activities across the organisation, driving occupancy growth, strengthening commissioner and referral partner relationships, and securing new placements.

You will play a central role in shaping our business development strategy, conducting client assessments, developing tailored support packages and converting referrals into successful placements. Working closely with operational teams, you will identify new opportunities, strengthen our market presence and support the Group's long-term ambitions.



key responsibilities

business development & referral management

- Drive business growth and maximise occupancy across the Group by promoting available placements and increasing referrals.
- Take ownership of new business enquiries, ensuring referrals are assessed and progressed promptly.
- Maintain a strong pipeline of prospective placements, overseeing the referral journey from initial enquiry through assessment, quotation, funding approval and admission.
- Maintain company-wide visibility of occupancy, vacancies and referral activity, working closely with Service & Home Managers.

assessments & care packages

- Conduct client assessments, evaluating care and support needs, associated risks and placement suitability, and work with Service & Home Managers to develop tailored support packages.
- Prepare commercially viable care package costings and quotations, considering staffing and support requirements, while working with Operations & Finance to align quoted, commissioned and delivered support.
- Lead negotiations with commissioners and funding bodies to agree care packages, pricing and placement arrangements.

apply now

If you're an ambitious business development professional looking to make a genuine impact, we'd love to hear from you. Join Twyford Care Group and play a key role in shaping our future success.

To apply, please complete the online application form on [our careers page](#).

stakeholder relationships

- Build and maintain strong relationships with Local Authority Commissioners, ICBs, NHS organisations and referral partners to identify demand, generate referrals and secure new business.
- Represent Twyford Care Group at commissioner meetings, networking events and external engagements to strengthen relationships and raise the organisations profile.

admissions & operations

- Work with Service & Home Managers to challenge operational barriers and develop bespoke placement solutions for individuals with complex support needs, while maintaining high standards of care.
- Coordinate with relevant departments to establish operational plans, align staffing and resources, and ensure new placements, services and contracts are successfully mobilised and delivered as agreed.
- Ensure a smooth handover following admission, working with Service & Home Managers to review placement outcomes, client satisfaction and delivery of agreed support.

strategic growth & development

- Analyse market demand, commissioning priorities, competitor activity and referral and occupancy trends to identify opportunities for business growth and service development.
- Identify and evaluate property and development opportunities, building relationships with agents and vendors and supporting the Directors in assessing potential acquisitions.
- Support the Group's growth strategy by collaborating with Operations & Finance to assess development feasibility and present commercially informed recommendations to the Directors.

tendering & commissioning

- Identify and pursue commissioning opportunities, tenders and frameworks, working with relevant departments to prepare competitive submissions.
- Support commercial negotiations and secure new commissioning arrangements, service agreements and contracts.

marketing & brand development

- Support marketing initiatives, including social media, promotional materials, networking events, service launches and industry awards, to raise the Group's profile and generate new business.
- Collaborate with Service & Home Managers and Activities Coordinators to support resident activities and community events that enhance residents' quality of life.
- Ensure external communications accurately represent the Group's services and values.

performance & reporting

- Monitor commercial performance and report regularly to the Directors on occupancy, referrals, placement conversions, new business opportunities and emerging risks.
- Work with Finance & Operations to maintain commercially sustainable placements and improve referral conversions and business development performance.
- Undertake any duties consistent with the overall purpose of the role as directed by the Directors.



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✉ recruitment@twyfordcaregroup.co.uk

essential experience & skills

- Proven business development experience within health and social care, with a track record of securing new business, placements or contracts.
- Good understanding of Local Authority commissioning, referral pathways, client assessments and care packages.
- Strong commercial and financial awareness, including care package pricing, staffing costs and commercial viability.
- Excellent relationship-building, communication and negotiation skills, with a proactive, solutions-focused approach to business growth.
- Strong analytical, organisational and reporting skills.
- Proficiency in Microsoft Office applications, particularly Excel.
- Full UK driving licence, willingness to travel and the legal right to live and work in the UK.

desirable experience

- Established relationships with Local Authority Commissioners, ICBs, NHS organisations or referral partners.
- Experience conducting client assessments and developing tailored support packages.
- Experience preparing care package costings and commercial quotations.
- Experience in multi-site care, tendering, commissioning frameworks or new service development.

person specification



salary & benefits

Salary: £50,000 – £60,000 per annum, dependent on experience.

- Company pension contribution.
- Comprehensive induction programme.
- Ongoing professional development and Continuing Professional Development (CPD) opportunities.
- Genuine opportunities for career progression as the organisation continues to grow.
- Modern office environment with free on-site parking.
- Invitations to corporate events and participation in internal recognition schemes.

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