



## Job Specification

**Position:** Business Development Coordinator

**Company:** X-Lab Ltd, Josephs Well, Leeds, LS3 1AB, <https://www.x-labsystems.co.uk/>

**Starting Date:** September 2018 (or earlier in the Summer)

**Duration:** 12 months

**Salary:** £15,000 - £23,000 per annum

**Hours:** Full time. 37.5 hours per week

**Reporting to:** Account Manager

X-Lab is currently offering an exciting role for a Business Development Coordinator to join their growing team. This is a great opportunity to join a fast growing health tech business for someone who wants to progress in their career and learn from industry experts. The successful candidate will be responsible for helping our company maintain its strong reputation in health technology in the UK NHS and internationally.

### About X-Lab

X-Lab Ltd are based in Leeds and are changing healthcare with intelligent software solutions. Formed in 2006 by staff and students from the University of Leeds, our company has built a national reputation for successfully delivering ground breaking digital health within the UK NHS, the private sector and on an international scale. Our innovations focus on designing digital solutions that transform healthcare through challenging the way its providers think and work.

The drive to build digital technologies that will transform healthcare runs through the heart of X-Lab's company ethos. While many of our staff join us from the University of Leeds, our multi-disciplinary team have varying professional and academic backgrounds and share a common passion for improving healthcare through the development of more efficient, safe and cost-effective solutions.

At X-Lab, our team are our most important asset and the success of our solutions arises from the passion, determination and skill-sharing of our diverse staff. X-Lab looks for enthusiastic, self-motivated and organised candidates to fill our roles. Regardless of what position you are applying for, our team is made up of keen problem-solvers who are willing to learn new skills and push their limits. Communication is key between individuals and areas of the company to ensure that our solutions are progressing to their highest potential, our customers are looked after and that our team are happy.

Our office environment cultivates a strong sense of team-work and, in return, we want members of the X-Lab team to hold a strong sense of accountability to their colleagues, customers and the company. X-Lab has a relaxed office environment and productive atmosphere. From table-football tournaments to regular socials, we offer a stress-free setting for making our important work a reality.

## About the Role

We are looking for a driven, motivated and enthusiastic individual who can work independently as well as part of a team. As the Business Development Coordinator, you will serve a core function in the Business Development team, working with the Business Development Director, Account Manager and our NHS partners, to deliver activities that support the targeting of new business (UK NHS & international), the development of new service offers and retention of existing customers.

You will work with our team and our NHS partners to help deliver high quality services that add real value to the NHS and other healthcare providers including a paperless NHS, safer/ better care and communicating the benefits of our digital services.

We will provide you with the help and support required to deliver the role but, in return, we expect you to share our commitment to excellence and produce outstanding work.

You will be responsible for:

- PR and communications delivery. To include:
  - Managing social media communications via our online forum, Twitter and LinkedIn.
  - Writing creatively about what we do to produce weekly news articles, press releases, campaigns for ongoing projects, NPEx newsletters, website updates, etc.
  - Interviewing clients to gather quotes and user stories for news releases and case studies.
  - Creation of marketing materials.
  - Ensuring that all corporate communication materials about X-Lab are consistent across the business (e.g. job spec descriptions, website, proposals, social media descriptions).
- Managing a part-time journalist/ press and publicity student, being responsible for their line management and establishing this as an ongoing role. The student will assist you with the PR and communications delivery.
- Managing a part time graphic design student, being responsible for their line management and supporting this as an ongoing role. The student will assist you in the production of hard copy and electronic marketing materials for a range of marketing activities.
- Organising business development events that enable X-Lab to attract new customer prospects and retain existing business. These will include meetings, presentations, roadshows, workshops and our national User Groups. Examples of activities include:
  - PR & comms in advance of the event.
  - Managing attendee & speaker requirements.
  - Networking with attendees to build existing and prospective customer relationships.
  - Post event communication
- Responding to existing and prospective customer enquiries and helping to convert these into happy customers.
- Supporting the business development pipeline, as and when required, from initial contact sales and after sales support.
- Supporting the Business Development Director and Account Manager with input into, and analysis of, our Customer Relationship Management (CRM) software.
- General administration and ad-hoc activities to support our busy team .

*This role includes the support of a mentor. It will be your responsibility to make best use of this input to enable you to fully develop yourself including setting and achieving your own career aims. We will support you through this process.*

### **About you**

You will have the following education, skills and qualifications:

- A degree in English, Business, Marketing or Communication.
- An understanding of the business development process, specifically the importance of customer engagement, press and publicity in developing customer relationships.
- Experience in, or a passion for, improving healthcare through digital technology.
- A mindset to want to grow with an expanding business.
- Strong communication skills including excellent written English. Foreign language skills would also be an advantage.
- Be able to appreciate our customers, spot stories and generate interest.
- Be professional, hardworking, highly organised and keen to learn.
- Be able to build working relationships across all job functions in the X-Lab team.

### **How to apply**

If you are interested, look at our website at [www.x-labsystems.co.uk](http://www.x-labsystems.co.uk) to learn more about us and then, if that all looks good, email your CV with a covering letter outlining your suitability for this role to [careers@x-labsystems.co.uk](mailto:careers@x-labsystems.co.uk) by 5<sup>th</sup> April 2019.