



JOB DESCRIPTION

JOB TITLE: New Business Manager

REPORTING TO: Sales & Marketing Director

LOCATION: Remote role within the UK. We ask that the successful candidate lives within approximately 2–3 hours' travel of London or Reading, as there will be occasional in-person meetings (around once per quarter). All reasonable travel expenses will be covered.

HOURS: 22.5 hours per week, worked across a minimum of 3 days. The specific working days may vary from week to week, depending on customer needs. We can also accommodate the hours being worked across 4 or 5 days if preferred.

DURATION: 1 year fixed-term contract role, with the possibility of a permanent position subject to performance and business needs.

SALARY: £44,000 to £55,000/year (FTE) depending on experience

Your Role

This **role is newly created to focus specifically on new business development** at Red Whale.

As the New Business Manager, you will work with the Sales team to lead our new business development efforts, focussing on identifying potential prospects, qualifying leads and developing proposals/solutions to meet the customers' needs and drive conversion. You will need to demonstrate you can form good relationships with customers as well as work in a joined-up way with the Sales team to drive business growth and deliver the annual sales target.

Your Responsibilities:

- **New business development.** Work with the Sales & Marketing Director and Sales Manager to identify, create and convert new prospects. This includes identifying prospects, qualifying leads and then managing them through the sales funnel. Demonstrate accountability and ownership to follow up with prospect customers and drive conversion. Review pipeline regularly (in business development meeting, pipeline review meeting and through regular HubSpot analysis).

- **Identify new revenue streams/opportunities.** Analyse market trends, competitive landscape, and emerging needs within the UK healthcare education sector to identify untapped revenue opportunities e.g. Obesity management. Develop business cases for new market segments, service offerings, or delivery models.
- **Deliver against quarterly and annual new business pipeline targets** as agreed with your manager and Senior Management Team (SMT). Track the pipeline, proactively escalating issues or asking for support as necessary to close specific opportunities.
- **Develop a ‘Tender response kit’.** Review current best practice in Red Whale and identify what’s working, what can be improved. Create a ‘Tender Response Kit’ and approach to prepare the Red Whale team for responding to tenders in future. Share this with the team and provide training/help to get them set up to start using this.
- **Work with the Sales Manager and Sales team, to create a bank of materials to use for winning new business.** Review what we have today, analysing what’s working and what’s missing. Develop a menu of materials (e.g. case studies, testimonials etc) that can be used for future proposals and customer conversations throughout the sales journey.
- **Any other tasks relevant to the role,** as agreed with your manager and/or CEO, and for which appropriate training has been provided. You will also be expected to help provide cover within the In-House Courses Sales team during annual leave, to ensure continuity for customers.
- **Demonstrate understanding of all Red Whale policies and procedures** and the guidelines outlined in the Employee Handbook.
- **Promote and uphold the principles of equality, diversity and inclusion** in all aspects of the role, contributing to a culture of fairness and respect, challenging discriminatory practices, and supporting initiatives that foster diversity.

Competency Requirements:

Leadership skills

- Set direction for New Business, collaborating with Sales Manager to ensure a joined-up approach.
- Strategic thinking will be required – making choices as to what to focus on, balancing the need to identify new customers and revenue streams, without negative impact for current customers.

Management skills

- Manage own workload and support colleagues if necessary to make priority calls.
- Act as peer to Sales Manager and support the broader In-House courses team through coaching, mentoring and training as applicable, particularly with respect to bringing best practice on New Business Development and Tendering process.
- Able to transfer previous experience to the Red Whale environment.

Sales Expertise & Commercial Acumen

- Sales expertise, particularly in terms of New Business Development, identifying customer prospects, and developing a way of converting these prospects into customers. Identify materials required to support the customer conversion e.g. case studies, testimonials etc. Collaborate with Sales & Marketing team to adapt and/or create these materials.
- Good understanding of account management, pricing strategies, negotiation techniques, and identifying revenue growth opportunities.

Analytical skills

- Ability to identify the right data sources to inform decision making. Strong analytical skills, demonstrating an ability to interpret data and use insights to drive business decisions.

Technical skills

- Confident with IT (MS Teams, Outlook, Word, Excel and PowerPoint)
- Confident with HubSpot (CRM), Asana (or other project management tool)

Communication

- Excellent written and verbal communication – including developing proposals / quotes for customers
- Attention to detail is key, particularly for customer communication, completing tender documents and pricing proposals
- Ensure accuracy of sales & pipeline tracking in HubSpot (by all the team)

Initiative

- Proactive – looks for solutions, thinks creatively
- Innovator, able to spot how things can be improved and get it done

- Able to work independently, and under minimal supervision, taking the initiative and managing own priorities and that of the team

Relationship building

- Strong and warm interpersonal skills, ability to build and maintain relationships with other teams/functions (especially Marketing, Operations)
- Ability to flex style to build relationships with all customers – both small and large (including corporate customers similar to Bupa)
- Desire to deliver excellent customer experience

Working capacity

- Efficient, organized, disciplined with strong attention to detail
- Flexible, adaptable, keen and willing to lend a hand
- Able to manage a variety of tasks, with varying levels of urgency
- Possessing a genuine desire to help healthcare professionals across the UK

Fun factor

- Able to demonstrate a sense of humour (often).

*Please note that we are unable to offer visa sponsorship for this role; applicants **must have the right to work in the UK**.*

Our Recruitment Process:

We believe in giving every applicant a fair opportunity and making the process as clear and supportive as possible. Here's what you can expect:

We will welcome **new applications until the end of 18th of February 2026**. To apply, please email your CV and cover letter to our HR Manager: carmen.sarrion@red-whale.co.uk

Please note that we reserve the right to close the advert earlier if we receive a high volume of applications; however, we will update this information here accordingly. To avoid missing out, we encourage you to apply as early as possible

1. *Application Review & Pre- screening*

We'll review all applications carefully. Shortlisted candidates will be contacted for the pre-screening question. From there, we'll narrow the list down to around 10-15 people based on the role criteria.

2. Skills Assessment

Next, shortlisted candidates will be asked to complete an online skills-based task. This is designed to assess your analytical thinking, communication skills, and ability to deliver an excellent customer experience. This stage will help us reduce the shortlist to 3–5 candidates.

3. Interview Stage

Successful candidates will be invited to an online interview, which may involve one or two rounds as in some cases, there may be a final conversation with our CEO to ensure the best fit for the role and our culture.

We'll keep you updated at every stage, and you can expect to hear the outcome of your application as soon as possible.

We're committed to fairness, inclusivity, and providing a positive experience for every applicant. If you have any accessibility needs or require adjustments during the process, please let us know. We're here to help!