

Job Description: Business Development Manager

Location: Basingstoke, Hampshire (with hybrid working options)

Salary: £45,000 - £55,000 per annum + performance-related bonus

Job Type: Full-time, Permanent

Join Our Growing Team at Versita Care Ltd

Versita Care Ltd is an established and expanding provider of specialist supported living services for adults with mental health needs. As we continue our strategic growth across Hampshire and neighbouring counties, we're seeking an experienced Business Development Manager to drive our expansion and shape our future success.

If you're a results-driven professional with a proven track record in health and social care business development, we want to hear from you.

About the Role

As our Business Development Manager, you'll be instrumental in driving our growth strategy, filling our current vacancies, and securing new contracts with Local Authorities and NHS Integrated Care Boards. You'll play a key role in our expansion into de-hospitalisation services and help us identify new opportunities in the health and social care sector.

Key Responsibilities**Strategic Business Development**

- Develop and implement a comprehensive business development strategy to achieve occupancy targets and revenue growth
- Identify and pursue new business opportunities in supported living and emerging sectors
- Lead the end-to-end tender process from identification through to submission and contract award
- Conduct market analysis to identify new sector opportunities and emerging trends

Relationship Management

- Build and maintain strong relationships with key decision-makers in Local Authorities and NHS commissioning teams
- Represent Versita Care at networking events, conferences, and stakeholder meetings
- Develop collaborative partnerships with healthcare professionals and community services
- Act as the primary point of contact for all new business enquiries

Pipeline Management & Conversion

- Manage the complete business development pipeline using our CRM system
- Develop strategies to convert enquiries into placements, focusing on our current vacancies

- Work collaboratively with our operational team to ensure smooth client transitions
- Achieve and exceed agreed occupancy and revenue targets

Marketing & Brand Development

- Develop compelling marketing materials that communicate our unique value proposition
- Contribute to competitive pricing models and service development
- Enhance our market presence through targeted marketing campaigns
- Gather and utilise client testimonials to strengthen our market position

What We're Looking For

Essential Experience & Qualifications

- Proven track record in business development within the UK health and social care sector
- Experience working with Local Authorities and NHS commissioning teams
- Demonstrable success in securing contracts and achieving growth targets
- In-depth knowledge of CQC regulations and supported living services
- Understanding of public sector tendering processes
- Degree or equivalent professional qualification in business, marketing, or related field

Desirable Experience

- Experience with de-hospitalisation programmes and complex care transitions
- Existing network of contacts within Hampshire and neighbouring county commissioning teams
- Background in mental health services business development
- Experience in domiciliary care or services for younger adults

Skills & Competencies

- Exceptional communication, negotiation, and presentation skills
- Strategic thinker with strong analytical abilities
- Self-motivated with the ability to work independently
- Strong organisational skills with ability to manage multiple priorities
- Results-driven with a proven ability to exceed targets
- Resilient and adaptable in a fast-paced environment

Technology at Versita Care

You'll work with our modern technology suite including:

- **CRM System** for tracking business development activities and opportunities

- **QCS & Croner-i** for regulatory compliance and policy management
- **PredicAire** care management system to understand our service capabilities
- **Microsoft 365** for communication and collaboration
- **Video Conferencing** tools for remote meetings with commissioners

What We Offer

- **Competitive salary** (£45,000 - £55,000) with performance-related bonus scheme
- **Company pension** scheme
- **28 days annual leave** including bank holidays
- **Hybrid working** options with company laptop and mobile phone
- **Mileage allowance** for business travel
- **Professional development** opportunities and support
- **Comprehensive induction** and ongoing training
- **Supportive working environment** with regular supervision
- **Opportunity to shape** and grow with an expanding company
- **Health & wellbeing** support through our Employee Assistance Programme

How to Apply

If you have the experience and drive to help us grow, we'd love to hear from you. Please submit your CV and a covering letter detailing your relevant experience and why you're the right person for this role to info@versitacare.co.uk

Application deadline: 30th November 2025

Expected start date: January 2026

Versita Care Ltd is an equal opportunities employer and welcomes applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.

All appointments are subject to satisfactory references and an enhanced DBS check.

No agencies please.