

JOB DESCRIPTION – Business Manager

1. Job Title: Business Manager

2. Job Summary:

The Business Manager will provide leadership and oversight of all operational, commercial and business development activities across Physiotherapy Matters.

The role is responsible for ensuring the organisation delivers exceptional patient and client experiences whilst maintaining high standards of quality, governance, compliance and operational performance. Working closely with the Managing Director and Clinical Manager, the postholder will lead the development of people, processes and systems whilst identifying and implementing opportunities for sustainable business growth.

The role will have responsibility for operational management, staff leadership, quality management, contract management, business development, marketing and strategic growth initiatives across all areas of the business.

3. Main Responsibilities:

A. Operations & Business Management (Approx. 50%)

1. Business Delivery and Operational Management

- Lead the day-to-day operation of Physiotherapy Matters across all services.
- Ensure the business operates efficiently, effectively and in line with strategic objectives.
- Develop, implement and review operational systems, policies and procedures.
- Monitor operational performance and identify opportunities for improvement.
- Develop and maintain operational KPI reporting systems.
- Lead service improvement projects across the organisation.
- Ensure operational resources are aligned with business needs.

2. Quality, Governance and Compliance

- Overall responsibility for maintaining quality management systems and organisational compliance.
- Ensure compliance with all legislative, professional, regulatory and contractual requirements.
- Lead quality assurance and continuous improvement initiatives.
- Maintain and develop standards required for accreditations including:
 - ISO 9001
 - CQC
 - SEQOHS
 - NHS DSP Toolkit
 - Cyber Essentials
 - Better Health at Work Award

- Manage complaints, significant events and near misses alongside the Clinical Manager.
- Oversee audit programmes and corrective action plans.
- Support HCPC registrants in maintaining professional compliance requirements.

3. Facilities and Service Delivery

- Oversee facilities management for all clinic locations.
- Ensure clinics remain fit for purpose and support service growth.
- Lead planning and implementation of operational changes.
- Ensure appropriate infrastructure and resources are available to support service delivery.

4. Human Resources & People Management

- Lead recruitment and workforce planning activities.
- Manage employee relations matters including absence, performance and disciplinary processes.
- Support staff retention and employee engagement initiatives.
- Ensure HR policies remain current and compliant.
- Work with senior clinical staff to support workforce development plans.

5. Leadership and Line Management

- Line manage administrative and operational staff.
- Conduct appraisals, performance reviews and regular one-to-one meetings.
- Support managers in developing high performing teams.
- Foster a positive, accountable and collaborative culture.
- Lead organisational change and continuous improvement initiatives.

6. Contract and Client Relationship Management

- Lead the management and retention of existing contracts.
- Ensure service delivery meets all contractual obligations and service level agreements.
- Develop and maintain strong client relationships.
- Prepare and present management information and performance reports to clients.
- Monitor client satisfaction and implement service improvements where required.

7. Financial and Commercial Management

- Work alongside the Managing Director and Finance Team to maximise business performance.
- Monitor business performance against agreed targets and KPIs.
- Support business budgeting and forecasting processes.
- Identify efficiencies and opportunities to improve profitability.
- Produce operational and commercial performance reports.

8. Health & Safety

- Overall responsibility for Health & Safety and Fire Safety compliance.
- Ensure risk assessments and audits are completed and maintained.
- Develop and implement appropriate risk management strategies.

9. Supplier and Partner Management

- Oversee supplier registration and performance management.

- Manage relationships with providers, intermediaries and referral partners.
- Monitor referral activity and identify opportunities to increase referrals.

B. Business Development & Strategic Growth (Approx. 50%)

10. Business Development

- Develop and implement business development strategies to support organisational growth.
- Identify and secure new revenue opportunities.
- Develop relationships with employers, healthcare providers, insurers, consultants and strategic partners.
- Expand existing business relationships and referral pathways.
- Lead presentations, meetings and business pitches.
- Represent Physiotherapy Matters at networking and industry events.

11. Tender Management and Bid Development

- Lead tender searches and opportunity identification.
- Manage tender portals and procurement systems.
- Prepare high-quality tender submissions and bid proposals.
- Coordinate responses to procurement opportunities.
- Maintain a strong pipeline of business development activities.

12. Strategic Business Planning

- Work alongside the Managing Director to develop and deliver the business strategy.
- Support maintenance and development of the Company's 3-year business plan.
- Identify market trends, competitor activity and emerging opportunities.
- Contribute to decisions regarding service development and expansion.
- Develop business cases for new services and initiatives.

13. Marketing & Brand Development

- Lead marketing activities to support business growth.
- Manage website development and optimisation alongside external partners.
- Oversee SEO performance and digital presence.
- Manage social media channels, newsletters and content creation.
- Identify and coordinate promotional opportunities, events and public relations activities.
- Support the ongoing development of the Physiotherapy Matters brand.

General Responsibilities

The above list is not exhaustive. The postholder will be expected to undertake any additional duties that may reasonably be required by the Managing Director in line with the evolving needs of the business.

The Company reserves the right to amend this Job Description to reflect changing business requirements.

PERSON SPECIFICATION – BUSINESS MANAGER

In regards to qualities required: Desirable = D Essential = E

Job Knowledge and Experience	Qualifications: Degree level qualified (D) Professional management qualification (D) Experience: Senior operational management experience (E) Experience leading and managing teams (E) Business development and growth experience (E) Experience managing organisational performance (E) Excellent IT skills (E) Project management experience (E) Financial and commercial awareness (E) Tender writing and bid management experience (D) Healthcare sector experience (D) Contract management experience (D) ISO9001 or quality management system experience (D) Experience of conducting audits (D) NHS or Occupational Health sector experience (D)
Complexity Creativity	Ability to manage multiple priorities and competing demands (E) Excellent organisational and planning skills (E) Strong analytical and problem-solving skills (E) Ability to identify opportunities for improvement (E) Ability to work independently and take initiative (E) Commercially minded with strategic thinking ability (E) Ability to drive organisational growth and change (E)
People Skills	Proven leadership and team management skills (E) Excellent communication and interpersonal skills (E) Strong customer and patient focus (E) Ability to develop relationships with clients and stakeholders (E) Experience managing HR processes (E) Ability to lead meetings, presentations and business negotiations (E) Positive, proactive and professional approach (E)
Circumstances	Full UK Driving Licence (E) Access to own transport (E) Willingness to travel throughout the North East (E) Flexible approach to working hours to support business needs (E) Right to work full-time in the UK without sponsorship (E)