



Head of New Business Development

Location: UK (Remote) -some travel required

Employment Type and Hours: Employed, full-time, 37.5 hours per week. However, we are also open to considering candidates who are interested in a part-time role (minimum requirement: 30 hours per week).

Salary: Full time basic salary £55,000 - £60,000 per annum plus performance-related bonus (up to £80,000 OTE), dependent on experience.

Reports To: CEO / Managing Director

Direct Reports: Business Development Manager, Sales Executive

About HRS Communications:

Founded and led by a registered dietitian, HRS Communications are a full-service, UK-based food and nutrition communications agency. We are a diverse team, highly skilled and qualified in food and nutrition, marketing and communications.

We partner with ambitious food, nutrition and medical businesses who share our goal of 'maximising impact in the food and nutrition space'. Our balanced approach permeates every facet of our operations, from our commitment to disseminating evidence-based nutrition information through to cultivating an equitable and adaptable work environment. Some of our great benefits include performance related bonuses, working from home, day off to celebrate your birthday and career development opportunities as the business grows.

As we expand, we are looking to bring on a strategic and visionary Head of Business Development to lead our business growth initiatives and drive the next phase of success for the agency.

Job Overview

As the Head of New Business Development, you will play a crucial role in shaping and executing the agency's growth strategy. You will lead the development of new business opportunities, foster relationships with key stakeholders, and position the agency as a leader in nutrition communications. You will collaborate closely with our Business Development Manager, Sales Executive, and senior leadership team to identify, pitch, and close high-value client relationships. The ideal candidate will have a proven track record in business growth, leadership, and strategic planning.

Key Responsibilities

Strategic Business Growth: Lead the development and execution of a comprehensive business development strategy to grow the agency's client base across key sectors, with a focus on long-term revenue generation and partnerships. Support CEO and Finance Director with annual business plan.

Client Relationship Management: Cultivate relationships with senior decision-makers and industry leaders to identify and secure new business opportunities, including large-scale projects, retainer agreements, and strategic partnerships. Work with Client Services Team to conduct annual client survey to assess HRS' service offering and value proposition.

Sales Process: Develop, update and roll-out a fit-for-purpose sales process. Oversee the development and/or updating of sales materials where required. Lead the development of department Standard Operating Procedure (SOP).

Market Intelligence & Industry Trends: Stay ahead of industry trends, market developments, and competitor activity within the nutrition, health, and wellness sectors. Use this intelligence to identify new opportunities for the agency and stay ahead of client needs.

Collaborative Leadership: Co-ordinate and liaise with internal and external teams to support the sales process while fostering a high-performance, collaborative environment. This includes working closely with the Business Development Manager and Sales Executive to align on sales targets, lead generation, proposal creation, and overall business growth strategies. Work collaboratively with all departments, to innovate and expand our service offering.

New Business Acquisition: Lead the sales process for high-value prospective clients, from conducting client due diligence through to receipt of brief, costing out work, delivering presentations/proposals, and negotiating contracts. Work with the Sales/Marketing Executive to develop, maintain and target a list of target clients. Identify and scope out public sector and tender opportunities, as appropriate, and lead on the application process as required.

Client Onboarding: Ensure new clients are onboarded seamlessly from an HR/admin/legal and understand the full scope of services the agency provides.

New Job Handover: Ensure smooth handover of new projects to the Client Services team, ensuring alignment between the proposal and the project's execution.

Reporting & Metrics: Setup the CRM system in correspondence with the updated sales process. Track and report on key business development KPIs, including new leads, proposals, conversions, and revenue growth on a weekly basis. Regularly update the senior leadership team on progress toward goals at quarterly sales reviews.

Brand Advocacy: Represent the agency at industry events, conferences, and networking opportunities to raise the agency's profile and connect with potential clients and partners, whilst positioning yourself as a thought leader in the industry.

Proven Experience

- At least 8-10 years of experience in business development, sales, or client management, ideally in the communications, PR, or marketing sectors.
- Proven success in managing and growing business development teams, with a track record of consistently meeting or exceeding sales targets and objectives.
- A demonstrable history of developing and closing high-value client deals, including strategic partnerships and long-term contracts.
- In-depth knowledge of the nutrition, health, wellness, and food sectors, as well as the NHS landscape, with a strong understanding of industry trends, challenges, and opportunities.
- Established relationships with key stakeholders in these industries, including potential clients, partners, and influencers.
- Previous experience as a senior leader in a business development or commercial role, with the ability to contribute to high-level decision-making and strategy as part of the senior management team.

Skills Required

Leadership & Mentorship: Strong leadership skills with the ability to motivate and guide a team of business development professionals, providing mentorship, line management, strategic direction, cover and day-to-day support.

Strategic Vision: Ability to develop and execute long-term business growth strategies while balancing short-term goals and quick wins.

Strong Networker: Established network within the nutrition, health, and wellness sectors, with a demonstrated ability to build and nurture relationships with C-suite executives and senior decision-makers.

Sales Acumen: Proven track record of driving new business and closing high-value deals. Ability to think creatively and strategically when developing ideas and solutions for clients and solving complex business challenges.

Communication & Negotiation: Excellent written and verbal communication skills, with the ability to craft compelling proposals, deliver high-impact presentations, and negotiate favourable contracts.

Data-Driven: Experience using CRM systems (such as Salesforce, Zoho CRM, HubSpot or any other relevant platform) and data analytics to monitor performance, track prospects, and measure the effectiveness of business development efforts.

Remote Work: Self-motivated and comfortable working remotely, with strong organisational skills and the ability to manage multiple projects simultaneously.

If you are an ambitious, strategic leader with a passion for business development and a deep understanding of the nutrition and wellness industries, we'd love to hear from you!

To apply for this role, you must submit your CV and cover letter to:
admin@hrscommunications.com