

## MANAGER OF BUSINESS DEVELOPMENT

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision, an incumbent of this class is responsible for researching, developing, preparing and reviewing business plans for proposed business projects, focusing on non-patient related enterprises and joint venture projects, to increase revenues and profits for the Westchester County Health Care Corporation. Responsibilities include review of proposals to assess financial viability, compliance with regulatory requirements, contract negotiation and development, monitoring project status, and quality control. Incumbents function as a liaison with various hospital staff, business organizations, promoters, media representative's, etc., to develop contacts, leads and ideas for potential new markets. Supervision is not a regular responsibility of the position, but incumbents may coordinate activities across divisions of the Medical Center and/or contracted personnel to facilitate the development process. Does related work as required.

### EXAMPLES OF WORK: (Illustrative Only)

Prepares and/or analyses business plans of proposed projects to assess the financial viability and potential to produce revenue for the Medical Center;

Surveys the external and internal environment of the Medical Center to identify new market segments, and researches potential business opportunities by performing market research and analysis;

Assists in the development of marketing campaigns and strategies for new products or services, including the development of brochures, advertising and promotional campaigns, and formulates budget and expenditure plans for each;

Acts as a liaison with Law, Finance, etc., to assess tax implications, review contract language, and review proposals to ensure compliance with regulatory requirements;

Plans and implements programs and research projects in order to identify or target consumer trends for specific products or services, and makes recommendations for improvement or development of new services;

Contacts business organizations, industrial firms, promoters, community groups, trade associations, etc., to develop contacts and leads for potential new products, markets and services;

Participates in development of short and long-range plans and strategies for expansion of the Medical Center into new markets;

Assembles reports, charts, graphic materials, etc., and makes presentations to recommend potential businesses;

Assists in development and/or negotiation of contracts, franchise agreements, bids, budget proposals, etc., associated with business prospects;

EXAMPLES OF WORK: (Illustrative Only) (Cont'd.)

Assists in the financial monitoring of a business once it is operational, as well as service or product utilization, to identify and evaluate changes in market trends and recommend changes in product or service delivery as needed;

Coordinates activities with other departments or outside personnel as required, furnishing marketing advice, counsel and general staff support;

Provides systems support to operate, monitor and develop financial statements for each project;

Performs related administrative tasks to ensure the smooth and efficient operation of the program.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of marketing techniques, including research analysis; good knowledge of accounting, consulting and planning; familiarity with the organization of a large medical facility; ability to write and analyze business plans; ability to understand financial reports including budgetary guidelines and project expenditures; ability to visualize and assess abstract ideas and develop structured plans for implementation of marketing plans; ability to coordinate work across multi-level staff across different departments; ability to use automated systems to enhance and streamline operations; ability to prepare and deliver presentations; ability to establish and maintain effective working relationships; ability to communicate effectively, both orally and in writing; initiative; resourcefulness; tact; integrity; creativity; persistence; physical condition commensurate with the demands of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: A Bachelor's Degree\* and six years of experience in Planning or Economic Development which included the analysis and development of programs or businesses, three of which must have been at a managerial or administrative level.

SUBSTITUTION: Satisfactory completion of a Master's Degree\* in Marketing, Economics, Planning, Business, or Public Administration, or closely related field, may be substituted for one year of the above stated experience.

\*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Education Department as a post-secondary, degree-granting institution.

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Job Class Code: E0758  
Job Group: XVI