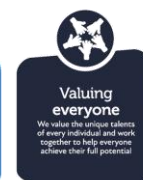


JOB DESCRIPTION

Job Title	Growth and Partnership Manager
Reports to	Head of Growth and Partnerships
Job Purpose	The Growth and Partnership Manager will be the commercial lead and main customer contact for their allocated area, building trusted relationships with commissioners, Local Authorities, ICBs, brokerage teams and other key referral partners. With a clear understanding of current and future vacancies, the role will translate market insight, customer engagement and local operational knowledge into targeted activity that drives suitable referrals, improves occupancy and delivers agreed commercial targets. Working closely with operational team members is central to success, ensuring referral opportunities are progressed aligned to the home's priorities, with consideration to capacity, quality and suitability. This is a visible, externally focused role requiring strong relationship management, sales confidence, networking ability and a clear focus on commercial delivery.
Key Deliverables	• Develop and deliver area relationship plans that generate referrals, strengthen customer partnerships and support sustainable occupancy growth to 95%+. • Act as the key contact for customers across the allocated area, ensuring Achieve together is visible, responsive and well-positioned with commissioners, Local Authorities, ICBs, brokerage teams and other partners. • Maintain a detailed understanding of current and future vacancies, using this insight to prioritise sales activity, reduce vacant rooms and maximise suitable admissions. • Work closely with operational team members to understand the individual homes, with a focus on capacity, placement suitability and local priorities. • Ensuring all opportunities are progressed appropriately and effectively. • Represent Achieve together at local provider forums, market engagement events and networking opportunities to promote homes, build relationships and identify new opportunities. • Deliver agreed commercial targets through proactive relationship management, pipeline development, focused



	follow-up and clear reporting on activity, risks and opportunities.
Key Accountabilities	Customer Relationships, Sales Activity & Area Growth • Build trusted, productive relationships with commissioners, Local Authorities, ICBs, Housing Associations, brokerage teams and other partners; working with the Housing Manager where appropriate. • Develop targeted engagement plans for priority customers, using market insight and local intelligence to generate referrals, improve conversion and identify growth opportunities. • Represent Achieve together in commissioner discussions, provider forums and local networking opportunities, promoting homes with confidence and professionalism. • Facilitate customer visits to homes, working with operational team members to ensure visits are well planned, professionally managed and aligned to customer needs. • Work with the Head of Growth and Partnerships and Marketing Team to build and deliver targeted marketing campaigns for the area, ensuring activity reflects local priorities, customer insight, vacancy opportunities and agreed commercial objectives. Vacancy Ownership & Operational Partnership • Maintain a clear, up-to-date view of vacancies across the area, including priority homes, future availability, referral requirements and occupancy risks. • Use vacancy insight to focus sales activity, progress customer opportunities and convert appropriate referrals into successful admissions. • Work in close partnership with operational teams to ensure commercial activity reflects home readiness, quality standards, individual needs and local priorities. • Maintain close working relationships with Home Managers and Heads of Area, staying informed of changes, movements and support needs across homes, and providing practical commercial support to managers where required. • Take ownership for delivering agreed commercial targets across the area, ensuring activity is focused, measurable and aligned to occupancy growth. Referral Management & Placement Progression • Take overall ownership for the management of all referrals within the allocated area, ensuring each referral is actively reviewed, progressed and aligned to appropriate vacancy opportunities.



- Signpost referrals to relevant vacancies across the area and ensure out-of-area options are considered where this may support a suitable placement outcome.
- Work closely with the Referrals Manager to ensure referrals are processed in a timely manner, agreed timeframes are met and all commercial processes are consistently adhered to.
- Deliver agreed referral targets for the area by proactively managing referral flow, maintaining momentum with customers and ensuring opportunities are progressed through to appropriate placement outcomes.
- Ensure customers have a clear understanding of current and future vacancies, including home suitability, capacity and support requirements, so referrals are appropriate for the homes being considered.

Pricing, Finance & Sustainable Growth

- Work with pricing, finance and operational teams to ensure new opportunities are commercially viable and support sustainable fee levels.
- Ensure care needs information is accurate and available in a timely manner to support fee negotiations, commercially sound decision-making and appropriate placement outcomes.
- Support delivery of agreed revenue and EBITDA objectives by ensuring growth opportunities are aligned to quality, safety and sustainable commercial performance.

New Developments, Transformation & Future Planning

- Support the operationalisation of new developments, ensuring stakeholder engagement, occupancy plans and commercial activity are delivered on time and in line with Board-approved business cases.
- Identify opportunities for growth, expansion, redesign and market-led transformation.
- Identify homes that may require repurposing or redesigning and work with the Head of Growth and Partnerships and appropriate functions to support transformation plans.

Performance, Insight & Compliance

- Use market intelligence, customer feedback and performance data to identify risks, opportunities and recommended actions.
- Provide clear and accurate reporting on pipeline, occupancy, stakeholder engagement, growth activity and commercial priorities.
- Ensure all customer engagement, commercial activity and partnership working complies with legal, regulatory, safeguarding and organisational governance requirements.



Knowledge and Experience	• Experience in business development, relationship management, commissioning, commercial operations or stakeholder engagement within health and social care. • Strong understanding of Local Authority, NHS, ICB and commissioning landscapes, including brokerage processes, purchasing routes and strategic commissioning priorities. • Proven ability to build trusted relationships with commissioners, Local Authorities, ICBs, Housing Associations, brokerage teams and other external partners. • Sales and networking experience, with confidence identifying opportunities, influencing customer decisions and delivering against commercial targets. • Strong understanding of the learning disability and autism sector, including market dynamics, regulatory expectations, safeguarding responsibilities and quality requirements. • Commercial acumen, with experience supporting occupancy growth, sustainable pricing, fee activity, revenue delivery or wider commercial performance. • Ability to interpret market intelligence, performance data and stakeholder feedback to identify risks, opportunities and practical actions. • Credible, confident communicator with strong negotiation and influencing skills, able to engage senior internal and external stakeholders. • Highly organised and self-directed, with the ability to manage multiple priorities, maintain momentum across stakeholder relationships and deliver measurable outcomes. • Experience supporting mobilisation, new developments, redesign, repurposing or growth projects within a regulated care environment is desirable.
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