

INFORMATION PACK

Business Relationships Manager



Welcome

Thank you for your interest in our organisation and this role.

We're looking for an experienced Business Relationships Manager to grow our Mental Health Consultancy and Training Solutions business. We're looking for proven skills in developing long-term relationships that grow sales and build on our existing client base and brand. Just as important to us is that you genuinely buy into our charity and its values.



Ours is a vibrant organisation to work for and our staff are our most important asset. We are compassionate, trustworthy, and determined. We use evidence-based interventions, backed up by policies, training and expert support to help people lead full and happy lives.

I hope you'll be interested in joining our focussed and impactful team once you've read this pack and I look forward to meeting you.

Emma Howitt
Chief Executive Officer

Great instructor with a beautiful attitude towards mental health

"The course was very informative. We had a great instructor with a beautiful attitude towards mental health and an obvious passion for the topic and teaching others. There was a good amount of interactive work with other colleagues and no pressure from the course or instructor."

Course delegate, Venator

Our Values

CARING

We genuinely care about local people and the work that we do. We treat people with respect and dignity.

WELCOMING

It can be difficult to ask for help and there is still much stigma associated with mental health. When people come to us for support, our response is warm and welcoming. Our staff and volunteers are helpful and friendly. We don't judge people.

TRUSTWORTHY

People trust us with their personal stories. We appreciate this isn't easy and are grateful for people's confidence in us. We take confidentiality very seriously.

DETERMINED

We are committed to finding the best support for local people. We can tailor our services to meet their needs as we know finding help for mental health issues can be difficult. If we can't help then we'll find the right support from other local organisations where needed.

PROFESSIONAL

All our staff and volunteers are skilled in the work they do and are supported by us. We're constantly working to ensure our environment is safe and beneficial to you.



It took me from having little understanding to gaining a solid grasp of the requirements of MHFA

"I found this course very informative and well-structured. It took me from having little understanding to gaining a solid grasp of the requirements of MHFA. I would recommend it to anyone who shows an interest."

Course delegate, Fujifilm

Business Relationships

Manager Role

We're looking for a motivated and people-focused Business Relationships Manager to promote and sell our mental health and wellbeing consultancy and training solutions, and our private therapy offer to workplaces across Teesside. We're looking for someone who is passionate about improving employee mental health and workplace culture, and helping businesses recognise the importance of investing in their people.

We'll continue to build long-term relationships with our existing clients and grow our sales to them. You will identify new business opportunities, build equally strong client relationships, and deliver profitable tailored solutions. All our work aims to address the unique challenges faced by local employers. Our perfect candidate is someone who's motivated to win business, understands how this fits with our mission, and works within our values.

You'll work seamlessly with the training manager and our associate-based trainer team, who are responsible for delivering our training solutions.

Where capacity allows, you will support the sales of Teesside Mind's other B2B products.

Key Responsibilities

Business Development & Lead Generation

- Proactively identify and research new clients across a range of sectors including chemical, manufacturing, logistics, technology, housing, public sector
- Generate leads through direct approaches, networking, referrals, attending events and exhibitions
- Build partnerships with organisations such as Chamber of Commerce, CIPD, Better Health at Work as an additional route to market
- Work closely with Teesside Mind's Fundraising team to develop a shared approach and maximise cross-referral opportunities

- Think creatively and generate innovative solutions to identify opportunities and address gaps in the market
- Be a brand ambassador for Teesside Mind and represent the organisation, its values and work
- Use social media for contacts, resources and promotion

Sales & Client Engagement

- Present and promote our portfolio of products and services to potential clients
- Create proposals that outline bespoke mental health and wellbeing programmes
- Provide consultancy services to clients to identify workforce challenges and training needs, creating and selling solutions that are within realistic budgets
- Ensure all sales opportunities are profitable and deliverable

Relationship Management

- Build and maintain long-term relationships with all clients – existing and new – including HR leaders, L&D managers, and senior stakeholders across Teesside businesses
- Act as a trusted advisor, providing ongoing support and identifying opportunities for upselling and cross-selling services
- Ensure a smooth handover to our delivery team and monitor client satisfaction and evaluation post-sale
- Attend regular review meetings to assess what's working well and ways to improve service/training

Reporting & Strategy

- Staying up to date on key themes and issues impacting workplace wellbeing
- Maintain accurate records of sales activities, pipeline status, and client interactions using a CRM
- Provide regular sales forecasts and performance reports to management
- Lead on the development of sales strategies, marketing campaigns, and product feedback loops

Person Specification Criteria

Experience	Essential	Desirable
Substantial experience in B2B sales, preferably in sales of HR solutions, Coaching, or L&D.	●	
Proficiency in CRM systems and Microsoft Office.	●	
Understanding of workforce development, employee engagement, and mental health in the workplace.	●	
Ability to manage a sales pipeline and meet/exceed targets.	●	

Knowledge	Essential	Desirable
Strong consultative selling and negotiation skills.	●	
Able to use social media for contacts, resources and promotion.	●	
Excellent verbal and written communication.	●	
Confident to work with senior leaders.	●	
Confident presenting to individuals and groups, both in-person and online.	●	

Other qualities	Essential	Desirable
Commitment to Teesside Mind's values and mission.	●	
Self-motivated, driven to achieve targets and resilient.	●	
Able to work independently and part of a team.	●	
Flexible approach and willingness to grow sales across the business.	●	
Full UK driving license and willingness to travel for client meetings and events, some are out of normal office hours.	●	

Main Terms and Conditions

Job Title:

Business Relationships Manager

Contract:

Permanent

Responsible to:

Chief Executive Officer

Hours:

Part or full time, between 22.5 and 36.5 hours per week

Salary:

£40,000 to £45,000 depending on experience,
pro rata for part time

Holidays:

Starting at 26 days (rising to 32 days after 6 years' continuous service) per annum
plus public holidays

Location:

Lothian Road, Middlesbrough. We operate a hybrid working arrangement with a
mix of home and office-based working, with travel across Teesside

Disclosure:

This position is subject to a 26-week probationary period, Right to Work check,
satisfactory references and an enhanced DBS check.

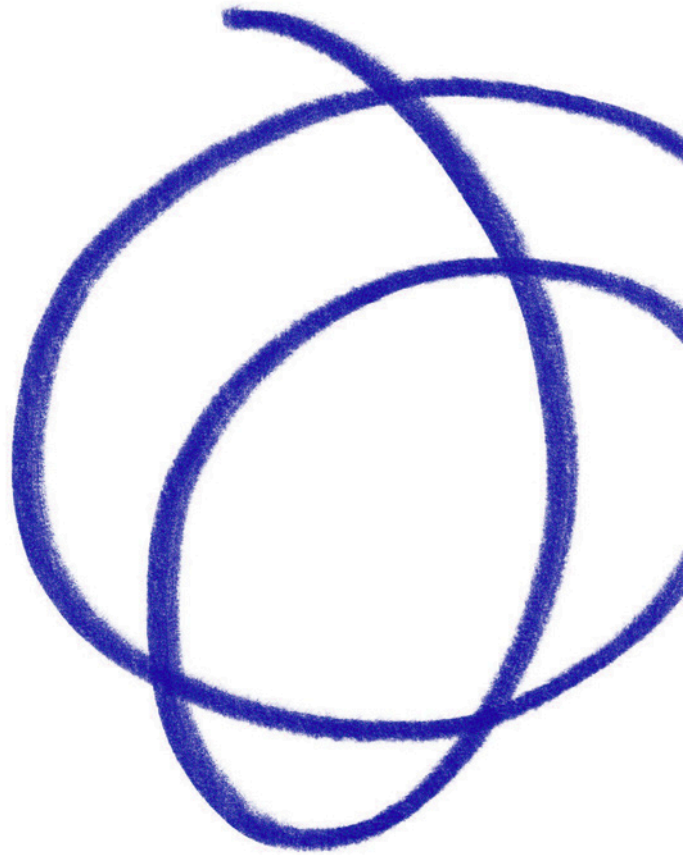
How to Apply

If you have any questions, please contact us for an informal chat - contact 01642 257020 and
ask for Emma Howitt.

Please complete your application online on our website.

- Interviews: Tuesday 22 July

**Closing date for applications:
14th July 2025**



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