

Job Description: Referrer Engagement Executive

Location: Welbeck, London

Corporate Function: Commercial

Reporting to: Head of Strategic Relationships

Contract: Full-time, Permanent

About Welbeck:

Welbeck Health Partners is a leading private healthcare provider based in London, bringing together a network of specialist centres of excellence under one roof. Located within Welbeck Street, Welbeck offers consultant-led care across a range of disciplines, combining advanced diagnostics, imaging, and treatment services in a modern, patient-focused environment.

About The Role:

As a Referrer Engagement Executive at Welbeck, you will play a pivotal role in driving referrer engagement through proactive outreach activity and enhancing the experience for our referrers and external stakeholders. This role blends relationship management, referrer pathways and commercially focused engagement. You will assist in maintaining and growing Welbeck's referral network, helping to position our specialists and services as the facility of choice across London and beyond.

You will support the development of our referrer network through outreach activities, meetings, networking opportunities, and an annual calendar of educational events. Working closely with the Referrer Engagement Manager and internal teams, you will help ensure a smooth and responsive pathway for referrers by coordinating information, supporting bookings, and providing timely updates. You will also maintain our CRM database, learn to identify referral trends, and contribute to activity reporting and performance insights aligned with our commercial plans.

This role is ideal for someone looking to build or develop their career in commercial healthcare, who understands commercial effectiveness, and is motivated by engaging with people, proactive outreach, building trusted relationships, and supporting the delivery of business development activity through proactive

outreach and engagement. You will play an active role in delivering referrer-led events, assist with proactive referrer outreach, and represent Welbeck's premium service standards across all engagement activities.

Key Responsibilities:

Relationship Management

- Support the REM in delivering a proactive engagement programme with GPs, concierge doctors, corporate medical teams, and other key referrers.
- Conduct outreach activities such as newsletters, events, CPD lunches, practice visits, introductory calls, tours and follow-up meetings to increase awareness of Welbeck services.
- Maintain regular communication with referrers to ensure they receive timely updates, information, and assistance.
- Assist in managing high-touch stakeholders, responding promptly to queries and facilitating specialist introductions where needed.
- Support digital engagement via the Welbeck app and website, ensuring referrers are aware of and able to access these as key channels for information and referral activity.

Supporting Delivery of Beyond Better

- Support Welbeck teams to deliver a seamless, timely referral process that reflects Welbeck's commitment to excellence, including Referrer Liaison, dedicated GP enquiries lines, and general bookings teams.
- Ensure referrers experience a smooth and efficient booking and information pathway, coordinating closely with internal clinical and operational teams.
- Gather feedback from referrers and share insights that support continuous improvement of the referrer journey
- Assist with urgent or same-day referral requests, helping to gather information and liaise with consultants, secretarial teams and internal departments.
- Monitor, update and maintain referrer information within the CRM system, ensuring data accuracy, consistency and visibility of engagement activity.

Team Collaboration & Influence

- Work closely with REMs and Centre directors to share insights and drive continuous improvement of the referrer journey.
- Support REMs and internal teams by facilitating joint events, training, and cross-functional collaboration to ensure all staff understand the importance of referrer satisfaction.

Sales & Growth Focus

- Conduct proactive outreach to new and existing GP practices, private clinics and allied health groups to expand the referral base.

- Promote Welbeck services and consultants, clearly communicating referral pathways and key service differentiators.
- Identify potential opportunities and share insights with the REM to help shape localised plans and targeted engagement.

Events & Education Support

- Assist in planning and delivering a robust commercial events calendar aimed at engaging and expanding our referrer network.
- Leverage systems such as Hubspot and Eventbrite to manage invitations, track attendance, and measure outcomes.
- Follow up post-events with communications and newsletters to drive continued engagement
- Flexibility to attend events and engagement opportunities (including occasional evenings), supporting set-up, hosting, and post-event follow-up.

About You

Essential Skills & Attributes

- Experience in a client-facing or relationship-focused role within healthcare, luxury services, or other high-performance environments.
- Strong sales and outreach orientation, with the ability to grow networks and increase referrals through proactive engagement.
- Excellent communication skills, confident engaging referrers and stakeholders in person, by phone, and in writing.
- Experience supporting or delivering events such as educational sessions, networking events, or client presentations.
- Highly organised, able to manage multiple outreach activities, practice visits, and event tasks simultaneously.
- Proactive, personable, and relationship-driven, with the ability to represent Welbeck's premium service standards.
- Comfortable working in a fast-paced environment with a flexible, solutions-focused mindset.
- Familiarity with CRM systems or confidence learning new digital tools.

Desirable

- Knowledge of the private healthcare sector, referral processes, and specialist outpatient services.
- Previous involvement in sales-driven initiatives, network growth programmes, or targeted outreach campaigns
- Prior experience managing or scaling customer/client engagement programs in a healthcare setting.
- Familiarity with booking platforms, and medical software tools.

Why Welbeck

- **Autonomy & Influence:**-A leadership community that trusts your expertise to drive excellence and growth.
- **Purpose-Driven Culture:** A values-led environment where world-class clinical care and operational performance go hand in hand.
- **Growth & Impact:** Be part of a network defining best practice in day-case healthcare and delivering experiences patients genuinely remember.

Infection Prevention and Control

All Welbeck employees, whether involved directly or indirectly in the provision of healthcare, have a duty to co-operate with and implement business policies and procedures in preventing and controlling infection. This includes co-operation with colleagues and contractors also involved in the provision of healthcare so far as is necessary to enable the Business to meet its obligations under the Health and Social Care Act 2008.

Safeguarding

Welbeck is committed to safeguarding and promoting the welfare of children and young people and adults at risk and expects all staff and volunteers to share this commitment and ensure they work in accordance with the Welbeck Health Partners Safeguarding Child and Adult at Risks Policies and Procedures.

Staff should ensure that they remain up to date with safeguarding training requirements and know how to report safeguarding concerns or allegations against staff and should follow safeguarding policy and procedures and the allegations against staff policy.

Confidentiality:

Maintain confidentiality in relation to personal data held for colleagues and patients, ensuring that it is processed lawfully; for no purpose other than that for which it was obtained; is relevant to that purpose; is retained for no longer than is necessary; is processed in accordance with the rights of the subject to access and accuracy; and is protected from accidental loss or damage in accordance with the requirements of the Data Protection Act (as amended), and records management guidance.

Maintain confidentiality of patient identifiable personal data using a non-identifiable alternative, where practicable, and limiting access on strictly need to know basis in accordance with the responsibilities of the Business's Caldicott Guardian.

Health and Safety at Work

In addition to the Business responsibilities under the Health and Safety legislation, you are reminded of your responsibilities for health and safety at work under the Health and Safety at Work Act 1974 (as amended) and associated legislation. These include the duty to take reasonable care of the health and safety of yourself and others in your work activities and to co-operate with your employer in the discharge of its statutory duties. You must adhere strictly to the Business policies and procedures on health and safety and report all accidents, dangerous occurrences, unsafe practices or damage to your manager promptly using the Business incident reporting system. You must make use of appropriate training, safety equipment, protective clothing and footwear and attend training. Failure to comply with these requirements may result in disciplinary action.

Risk

Accept personal responsibility for contributing to Welbeck's management of risk, including the reasonable avoidance of any action which would knowingly cause unacceptable risk to self, others, or to the Business.

As far as is reasonably practicable attempt to prevent other people from undertaking tasks or actions which would knowingly cause risks to self, others, or to the Business, in accordance with the business policy and training. Identify and report actual or potential hazards/ risks in the work environment in accordance with business policies and take immediate action to minimise risks where it is reasonably practicable to do so.

Identify and report to the appropriate authority incidents of risk, neglect, abuse or endangerment to vulnerable adults and children. Follow, Welbeck Health Partners policy on use of Personal Protective equipment e.g., Masks, Gloves, Visors etc. Awareness of and compliance with Health and Safety Regulations.

Equality and Diversity

The Business recognises the benefits of a diverse workforce reflective of the communities that we serve and is committed to equal opportunities in employment with a devotion to eliminate all forms of unlawful discrimination. The Business aims to promote equality of opportunity and good relations between staff and patients (including volunteers, contractors and bank staff).

All individuals have a duty to adhere to the Business Diversity and Equality Opportunity policy and an individual responsibility towards the application and understanding of the Equality Act 2010. Inequitable behaviour will not be tolerated, and every person has a responsibility to highlight discriminatory practice.