

**JOB DESCRIPTION**

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| **JOB DETAILS** |

**JOB TITLE:** Sales Manager

**HOURS:** 40 hours per week

**REPORTING TO:** Managing Director

**BASE:** Head Office

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| **JOB SUMMARY** |

Reporting directly to the Managing Director, the sales manager will be responsible for supporting the operations team to deliver against their revenue goals. The position will require close cooperation with the Marketing Manager to ensure that sales and marketing activity is aligned with business objectives and that the Home Managers and other members of the home-based teams have both the skills and the resources they need to grow revenue.

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| **JOB SPECIFIC RESPONSIBILITIES** |

* Weekly/monthly reporting on sales KPI’s and trends for board level papers
* Remote and in-person support for home-based teams
* Work with the marketing manager to drive and improve lead generation using offline and digital channels and social media
* Use care home industry experience to provide insight into effective selling and marketing tactics
* Introduce and manage the Athena sales process from initial enquiry through to admission
* Provide expertise and insight to the operations team around key sales issues, such as: Pipeline management, business development tactics, building networking, delivering sales training and consultative selling techniques
* Lead weekly sales calls with the operations team
* Review activity, KPIs and pipelines for each home
* Ensure that leads to the homes are followed up appropriately and in a timely fashion and that the database is kept up to date
* Conduct virtual or face to face meetings with families looking for care
* Conduct market and competitor research
* Analyse sales and marketing data to create effective actions plans for each home
* Manage and ensure sales process implementation and sales ‘best practice’ across team
* Lead on the organisation of home-based events designed to grow awareness of the homes in their local markets
* Ensure a regular flow of PR content to the marketing manager
* Develop new and existing stakeholder relationships to increase awareness of the group

**Other Duties**

* Use your inherent and learned creativity to innovate in all aspects of your role to improve brand standards and streamline any administrative processes where possible
* Integrate yourself into the operational teams and central support functions to promote the company culture, vision, and values, nurturing your key internal and external relationships through regular face to face meetings.
* Provide accurate, timely data
* Administrate and organise own work to ensure that it meets quality standards, personal objectives, reasonable deadlines and reporting requirements
* Keep up to date with sector and regulatory requirements
* Attend regular forums to evaluate new concepts and offerings within the sector
* Familiarise self with company policies and procedures
* Undertake other ad hoc duties as and when required

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| **JOB DESCRIPTION RECORD** |

This job description reflects the current main organisational priorities for the position. These priorities may develop and change in consultation with the post holder in line with needs and priorities of the business.

Post holder’s signature:

Date