

JOB DESCRIPTION

**Customer Relations Manager**

|  |
| --- |
| **JOB SUMMARY** |

The Customer Relations Manager will be responsible for driving and supporting occupancy growth across their allocated care homes. This is a key commercial role focused on increasing private admissions, improving enquiry conversion, and developing strong local referral networks. The ideal candidate will combine sales expertise with a compassionate approach suited to the care sector.

|  |
| --- |
| **JOB SPECIFIC RESPONSIBILITIES** |

* Weekly/monthly reporting on sales KPI’s and trends for reporting purposes
* Work with the Marketing Manager and Head of Lifestyle and Community Engagement to drive and improve lead generation using offline and digital channels and social media
* Use your 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 wider teams 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 wider Operations team and Senior Leadership 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 the teams
* Collaborate with the teams in the homes and the Head of Lifestyle and Community Engagement 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

|  |
| --- |
| **PERSON SPECIFICATION** |

|  |  |
| --- | --- |
|  | Essential Criteria |
| Experience | * Previous experience in the care home sector or a regulated environment, ideally multi-site.
* Familiarity with CRM tools and sales pipeline reporting.
* Proven sales experience in a regional or multi-site role, ideally within healthcare, hospitality, or property sectors.
* Strong track record of meeting or exceeding sales targets, ideally involving B2C decision-making processes.
* Strong commercial acumen and understanding of private-pay market dynamics.
 |
| **Skills/****Knowledge** | * Excellent interpersonal skills, with the ability to build trust quickly and communicate sensitively with families.
 |
| Personal Qualities | * Self-motivated and results-oriented, with the ability to work independently across multiple locations.
* Full UK driving licence and willingness to travel between care homes.
 |

**This job description reflects the current main organizational 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.**