

Job Description

Job Title:	Tele-Marketing Advisor
Reports to:	Business Development Coordinator
Hours	37 hours per week full year
Salary	SUP C £18,278 to £18,721
Annual Leave Entitlement	22 days rising to 27 over 5 years plus bank holidays (pro rata)

Main purpose and scope of the post:

- This is a 360-degree tele-marketing sales role, building relationships with businesses to identify and maximise income generating opportunities that benefit the college in the short, medium and long-term.
- The primary function of this role is making outbound Business to Business calls.
- To promote the college as the market leading provider of apprenticeships and commercial courses in Sussex
- The role will report into the Business Development Coordinator and include supporting the Business Development team's activities, tasks and campaigns

Responsibilities:

- Outbound calls to Sussex, regional and national businesses and stakeholders, selling the benefits of the college's products and services.
- Promoting the college's range of quality learning, development and other employer-related services including Apprenticeships, Professional (full and part-time) courses and funded distance learning courses.
- Generating leads, booking appointments for the Business Development team
- To research and collate contact (telephone & email) data from a range of media channels
- To continuously develop and build relationships with new and existing clients, employers and key stakeholders within the Greater Brighton region ensuring a continuous supply of new opportunities in line with employers' expectations and the regions strategic economic priorities.
- Upselling and cross-selling our exciting services and products to new & existing clients.
- Working within a team to ensure the lead generation process is flawless and efficient.
- Working towards targets and KPIs
- To ensure high-quality customer service and strive towards continuous improvement in service standards.
- Administration associated with sales including emailing prospective and existing clients.
- To record all activities on the college's CRM database; including cleaning, keeping all records and notes up to date and uploading customer-related emails
- To maintain Continuing Professional Development
- Delivering sales through service performance, where the customer is always at the forefront of decision making
- Offering a high level of customer service in a timely and efficient manner
- Assist in building and maintaining relationships with current clients

- Work to a monthly sales target schedule and engage with businesses and individuals via various methods including website/telephone enquiries, social media, CRM database contacts, online networking and marketing activities.
- Assisting Business Development team with inbound telephone enquiries and maximising these sales opportunities

Miscellaneous:

- Complying with College wide policies and procedures.
- Undertaking any other duties as may be reasonably required by the Senior Leadership Team

NOTES:

Safeguarding Children and Vulnerable Adults

The College has a statutory and moral duty to ensure that it operates with a view to safeguarding and promoting the welfare of children and young people studying at the College. The post holder will be required to commit to the College child protection policy and promote a safe environment for children and young people learning within the. All posts are subject to enhanced Disclosure Barring Services check, however, having a criminal record will not necessarily bar you from working with us, this will depend on the nature of the position and the circumstances and background of your offences.

Equal Opportunities and Diversity

All employees of the College are required to promote equality and diversity in all aspects of the job. Specifically, the job holder will be required to support the College to meet the General Equality Duty under the Equality Act 2010 to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

The protected characteristics are: Age, Disability, Gender Reassignment, Marriage/Civil Partnership, Pregnancy/Maternity Leave, Race, Religion or Belief, Sex, Sexual Orientation.

Health and Safety

It is the responsibility of all employees to co-operate with the College management in meeting the objectives of providing a healthy and safe place of work. Therefore, all staff must carry out their work with reasonable care for the health and safety of themselves and other people. Accidents or near misses must be reported and safe working procedures must always be followed.

1. Duties will inevitably develop and change as the work of the College changes to meet the needs of our service. Employees should therefore expect periodic variations to job descriptions, the College reserves this right. This job description will be supplemented on a regular basis by individual objectives derived from College strategies.
2. Where an applicant or existing employee is, or becomes, disabled (as defined by the Equality Act 2010) and informs the College fully of their requirements, reasonable adjustments will be made to the job description wherever possible.

Person Specification

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The following is a list of the experience, knowledge/skills and qualities which the College requires in the post of Tele-marketing Advisor. This list is not exhaustive. It is a requirement of all our staff that they share and actively engage with the vision that the College will be exceptional.

Experience

Essential:

- Previous sales experience
- Excellent verbal and listening communication skills.
- Creative thinking skills.
- The patience and ability to engage customers in conversation.
- Good sales ability.
- Excellent interpersonal and problem solving skills.
- Flexible, Adaptable, team player
- Self-starter
- Resilience and the ability to handle rejection when soliciting customers

Desirable:

- Previous telesales experience within a contact centre environment
- Use of a CRM system

Qualifications

Essential:

- Minimum 5 GCSE's including Maths & English or an Industry occupational qualification

Desirable:

- Marketing qualification

Knowledge/understanding/skills/abilities

- Excellent customer service and communication skills
- Strong personal organisation and time management skills with the ability to priorities effectively to meet deadlines
- A high level of accuracy in all work with excellent attention to detail
- Excellent IT skills in particular use of MS office applications

Qualities

- You are a confident individual that enjoy speaking to businesses/employers and won't be afraid to pick up the phone or conduct a video consultation.
- You are a proven self-starter
- Effective interpersonal skills and the ability to work well with people at all levels
- A diplomatic approach and the confidence to provide support to Business Development team
- Integrity and discretion when handling confidential information
- A commercial frame of mind

- Motivated to achieve results and meet goals.
- Drive and ambition to match the college's exciting and achievable strategic targets.
- Having a consultative approach to selling which involves developing rapport with clients, delivering excellent service and constantly seeking new ways to promote the college's offers to both new and existing clients.
- Have a flexible approach to working hours
- Demonstrable experience of commitment to child protection, safeguarding and the promotion of a safe environment for children and young people to learn in
- Demonstrable commitment to the College's support and promotion of equality and diversity in all aspects of working life
- To aspire to the College's Mission and Values