

Job Description

Job Title: Senior Customer Relations Manager

Hours: 40 hours per week

Reporting to: General Manager

Base: Care Home based

Job Purpose

To lead the Sales and Marketing department, taking ownership of occupancy growth and commercial performance through forward-thinking planning, strong relationships and hands-on delivery. Working closely with the General Manager and directly managing the CRM, inspire and drive the team to achieve outstanding results, helping prospective residents and families discover a home that brings our vision to life: "creating a world where everyone feels special."

Responsible for: -	Person Specification
- Lead the Sales and Marketing department and take ownership of achieving agreed occupancy, move-in and revenue targets, ensuring deadlines are met and activity adheres to brand standards. - Own the accuracy and upkeep of the Sales and Marketing database, ensuring all departmental activity is recorded consistently. Prepare and review performance reports, using findings to drive improvements. - Manage and respond to sales and marketing enquiries across all channels, setting clear standards for response times, quality of communication and follow-up throughout the department. - Gather and maintain accurate information from prospective residents and families, ensuring outstanding information is followed up promptly and enquiries progress effectively towards move-in. - Lead the planning, preparation and delivery of sales and marketing events, ensuring they generate opportunities, strengthen local relationships and contribute to occupancy growth.	SKILLS AND KNOWLEDGE - Extensive experience in a CRM role, with evidence of sustained success in achieving occupancy and sales targets. - Proven experience of leading a sales or customer relationship function, including directly managing, coaching and improving performance. - Strong commercial judgement, negotiation and influencing skills, with the confidence to lead and constructively challenge. - Ability to combine strategic planning and departmental leadership with hands-on delivery of all CRM responsibilities. - Must be computer literate in MS Office and PowerPoint. - Clean driving licence. BEHAVIOUR

• Personally manage and follow up sales leads to achieve agreed individual targets, while overseeing the CRM's pipeline and holding the department accountable for overall results. • Lead the coordination of marketing materials, advertising and promotional content, ensuring they are accurate, current and consistent with brand standards. • Own the timely preparation of accurate departmental reports and occupancy forecasts, explaining performance, identifying risks and setting out actions to address shortfalls. • Own the departmental pipeline of prospective residents, ensuring accurate forecasts, clear enquiry ownership and proactive follow-up to maximise conversion, occupancy and revenue. • Lead the development of professional referral networks and maintain strong relationships with key local contacts. • Identify and drive new sales opportunities, anticipating local demand and taking proactive action to convert opportunities into move-ins. • Lead the planning of departmental cover and personally provide flexibility across seven days, including weekends and evenings as required. • Directly line manage the CRM, setting clear objectives, conducting regular one-to-ones and performance reviews, coaching and holding them accountable for agreed standards and results. • Develop and own a forward-looking sales and marketing plan, balancing immediate occupancy priorities with the pipeline required to sustain future performance. • Work closely with the General Manager to lead regular occupancy and marketing	• Team player, decisive, self-motivated, proactive, flexible, and adaptable. Confident, enthusiasm and desire to excel. • Ability to prioritise workload and be able to work under pressure. • Ability to communicate and manage interpersonal relationships, including influencing skills. • Excellent listening skills • Problem-solving and customer care skills • Reasonable access outside working hours
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reviews, agree priorities, constructively challenge barriers and drive agreed actions to completion. • Monitor competitor openings, pricing, services and marketing activity, anticipating changes and adapting plans to strengthen the home's competitive position. • Analyse KPIs, including enquiry volumes, response times, visits, conversion rates, lost enquiries and referral sources, implementing measurable improvements to departmental performance. • Review the effectiveness of campaigns, events and outreach, directing activity towards the approaches that deliver the strongest results within agreed budgets.	
This job description is not prescriptive; it merely outlines the primary aims and tasks and responsibilities which may evolve and change over time. Any changes will be made in consultation with the job holder and in agreement with the Senior Management Team.	