



Job Description

Job Title: Customer Relations Manager

Hours: 40 hours per week

Reporting to: General Manager

Base: Care Home based

Job Purpose

To be part of an inspirational and pioneering team establishing our care home business and delivering our vision to “create a world where everyone feels special”.

Responsible for: -	Person Specification
<ol style="list-style-type: none"> 1. Ensure that sales targets and Sales & Marketing deadlines are met and adhere to brand standards. 2. Update the Sales & Marketing activity database on an ongoing basis and produce activity reports on a daily, weekly, or as required basis. Co-ordinate input from all team members. 3. Assist in answering all general sales and marketing enquiries from colleagues and customers, brochure requests, internet enquiries and other channels. 4. Acquire information and collate responses and data from customers as required, including chasing up outstanding information. 5. Assist at sales and marketing events with special emphasis on preparation for and co-ordination of all sales events and exhibitions. 6. Record and follow up sales leads to ensure sales targets are met. 7. Assist with supplying images, logos, brochures, and CDs of the individual Principle Care Home, and manage small print and artwork jobs such as postcards, stickers, and adverts. 	<p>SKILLS AND KNOWLEDGE</p> <ul style="list-style-type: none"> • Appropriate experience and relevant qualifications. • Background in a previous sales position would be advantageous. • Able to negotiate with skill and expertise. • Must be computer literate in MS Office and PowerPoint. • Clean driving licence. <p>BEHAVIOUR</p> <ul style="list-style-type: none"> • 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

8. Ensure that all reports are prepared within the required timescale and are accurate.
9. Manage and keep up to date the information on the pipeline of potential members, and when they are likely to become residents, in order to maximise revenue and meet sales targets.
10. Develop new contacts and maintain regular and close contacts with all key care influences shown in the networking box on page 28.
11. Identify new sales opportunities and ensure that, where possible, these come to completion.
12. Flexibility in covering the Sales & Marketing office over seven days, including weekends and evening hours as and when required.
13. The CRM will comply with the HR policies and procedures.
14. Attend initial and update mandatory training as required. Actively engage in personal professional supervision including quarterly one-to-one meetings and a yearly performance review, ensuring personal professional knowledge and competency is maintained.
15. The CRM will work within contracted hours or sign an opt-out clause under Working Time Directives.

HEALTH AND SAFETY

1. The post-holder will maintain their personal responsibilities under Health and Safety at Work Regulations, and compliance with the company Health and Safety Policy, ensuring safe working practices and the recommended storage of equipment, including but not exclusive to:
 - Control of Substances Hazardous to Health, Electricity at Work Lift & Lifting Equipment
 - Manual/Object Handling
 - Gas Installation & Use
 - Provision and Use of Work Equipment
 - Fire Precautions
 - Personal Protective Equipment

<ul style="list-style-type: none"> • Legionella/Water Treatment • Waste Management • Reporting of Injuries, Diseases & Dangerous Occurrences Regulations. <ol style="list-style-type: none"> 2. Appraise and assess measures used to prevent infection control hazards, considering the individual nursing, social, physical, and psychological needs of the resident. 3. Follow and report all concerns and incidents in line with the company incident reporting and whistleblowing procedure, including safeguarding adult's procedures. 	
--	--

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.