

Job Description

Job Title:	Business Development Representative (Partnerships Officer)
Reports to:	Partnerships Manager DLF
Location:	Home-based
Purpose:	Through outbound campaigns to produce leads and appointments for the regional Partnerships Managers. This is an entry-level B2B sales role.
Salary band:	£23,460 – 28,560

Main Duties and Responsibilities

1. Undertake a calendar of outbound telesales campaigns (primarily phone but also other methods such as email) designed to secure dialogue and appointments with our target organisations for follow up by Partnerships Managers.
 - 1 The Partnerships Team promotes a range of services that provide impartial information & advice and training on AT assistive technology solutions (independent living aids and adaptations) for older and disabled people, their unpaid carers and the professionals that support them. Services include licensed information portals, tools to support prescribing of AT and training programmes for regulated professionals. Typical target organisations include councils, NHS, housing and care providers, charities and manufacturers and retailers of AT products.
 - 2 Campaigns will be organised based on a planned calendar and multiple campaigns will run at the same time . Days will need to be structured and planned.
 - 3 The geographic scope is UK-wide.
 - 4 Using a CRM (Customer Relationship Management) system to organise work.
2. Gain referrals, introductions and appointments with decision-makers.
 - 1 Contact prospects and previous customers.
 - 2 Carry out research to find new contacts.
 - 3 Network from initial contacts to find the decision-maker.
 - 4 Develop a set of topics, propositions and conversation starters for discussion.
 - 5 Share best practice examples with contacts and reference relevant examples.

3. Work collaboratively with Partnerships Managers to ensure a smooth handover.
 - 1 Shadow and support Partnerships Managers and the Partnerships Specialist in meetings and at events.
4. Learn about the health, social care and housing sector, manufacturers and retailers of AT (Assistive Technology) products, roles of professionals in this sector (such as OTs) and the charity sector that relates to our work and be able to adopt and use terminology and jargon that relates to this sector.
 - 1 Keep up to date with market changes
 - 2 Understand relevant legislation such as the Care Act 2014, Care & Wellbeing Act Wales etc.
5. Use and develop new materials for your own and others use as sales tools such as case studies, webinars, articles, materials for business cases, justification templates, papers and newsletters working jointly with relevant specialists in the DLF team.
 - 1 The Partnerships and Professional Services teams will assist with development, production and planning of these materials.
6. Organise all dialogue and future planned tasks using the CRM system to record organisations, contacts, tasks and opportunities
 - 1 Use good housekeeping techniques to update the records, combining & deleting, removing duplicates, data collection.
 - 2 Ensure all contact is recorded on the CRM and future tasks are set up.
 - 3 Run reports and produce lists.
7. Represent DLF at conferences, events, meetings and exhibitions.
8. Produce regular reports on progress and recommendations for Manager.
9. To participate and report fully in team meetings.

Other

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.
4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.

5. The Trust has a Diversity and Inclusion Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.
7. To maintain awareness of risk and to take personal responsibility for ensuring that the Trust is not unnecessarily exposed to risk. To report any issues or concerns relating to risk and the effectiveness of the Trust 's risk management arrangements.
8. Be aware of, promote and implement Shaw Trust's Risk, Quality and Information Security Management Systems.
9. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
10. Recycle and manage energy within your environment in line with Shaw Trust's Strategic aim to adopt green approaches and become carbon neutral.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.

<p align="center">Person Specification</p> <p align="center">Job Title:</p> <p align="center">(E=Essential D=Desirable)</p>
SKILLS AND CORE COMPETENCIES
<p>Technical competency (qualifications and training)</p> <ul style="list-style-type: none"> Educated to degree level or equivalent (D)
<p>Experience</p> <ul style="list-style-type: none"> Knowledge of health, social care and housing as it relates to older and disabled people living independently. (D) Experience of using CRM (customer relationship management) systems (D) Experience of dealing with commercial customers by phone, email and other methods. (E) Experience of sales, customer services, business development or other commercial functions (E)
<p>Skills and Attributes</p> <ul style="list-style-type: none"> Excellent verbal and written English (E) Excellent presenting skills (D) Good administration and organisational skills (E) Good experience of using office and CRM systems (D) Ability to work on own initiative and as part of a remotely based team (E)
<p>Personal qualities, communicating and relating to others</p> <ul style="list-style-type: none"> Confident to work independently and act as an ambassador for the DLF's work with external partner organisations (E) Active listener, strong people skills (D) Confident to work in a commercial business-to-business role (E) Customer service oriented (E) Likes researching things (D) Goal orientated, resilient and customer focused (E) Self-motivated with a desire to achieve (E) Comfortable working to meet financial and numeric targets (E)
<p>Safeguarding</p> <ul style="list-style-type: none"> Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults. (E)
<p>Other</p> <ul style="list-style-type: none"> Understand and be able to demonstrate a commitment to Equal Opportunities and Diversity. (E)

Further Information

Who are we?

The DLF is the leading provider of impartial advice, information and training on equipment for independent living in the UK. By providing information at the right time we help people deal with the impact of becoming disabled or getting older, enabling them to maintain choice, independence and control over their home lives. The DLF is one of a range of charitable enterprises within the Shaw Trust. Our target is to reach five million older and disabled people and their carers by 2022.

Shaw Trust is a progressive charity on an exciting journey to help five times more people over the next five years. For over 30 years we have supported disabled and disadvantaged people to make positive changes to their lives through training and employment, and our ambitious plans need the right people to help us transform many more lives, in many more ways.

What we need?

- Individuals who can initiate outbound activity (campaigns) by phone and other methods to identify and persuade decision-makers in target organisations to talk to DLF about our solutions for independent living.
- Able to talk and write persuasively with a range of senior decision-makers across public, private and third sector organisations involved with providing health, care and housing.
- Representatives who can learn and adopt the appropriate jargon and terminology.
- **Are you right for the job?**
- Are you ready for a challenge, willing to learn about the issues and policies affecting the ageing and disabled population around living independently?
- Are you looking for an opportunity to make a difference?
- Are you a confident communicator?
- Are you interested in developing a career in a commercial role set within a charity?
- Are you a self-starter who can work in partnership with a small team that works remotely?