

Job Description

Job Title: Sales Executive/Account Manager

Reports to: Chief Operating Officer (Forth Sector)

Grade Band :

Location: St Jude 's Laundry, Edinburgh

Purpose

St Jude's Laundry, part of the Forth Sector Group, is a commercial laundry in Edinburgh founded by Capability Scotland in 1963. A Royal Warrant Holder since 1985, the business provides a high quality hand-finished laundry service to the hospitality sector and discerning customers. Our laundry operates as a supported business and is staffed by individuals with mental health, physical or learning difficulties. We are a company who pride ourselves on our standards and professionalism within the hospitality industry.

St Jude's Laundry is in search of a Sales Executive/Account Manager to join our laundry team. As St Jude's Sales Executive/Account Manager you will be responsible for identifying profitable revenue streams and generating sales in line with St Jude's business plan. You will also manage a portfolio of existing customer accounts.

Main Duties and Responsibilities

1. Generate new sales within existing key accounts
2. Source and manage a sales pipeline of potential new customers
3. Identify and nurture new business customers
4. Develop and implement an approved customer account retention plan
5. Collaborate with the laundry management team to ensure high quality service provision and customer satisfaction

Develop, implement and deliver the sales plan

- Develop and implement sales activity plans in relation to telephone sales, prospective and existing customer visits
- Build one-to-one relationships with target contacts in the identified market sectors
- Achieve sales targets
- Prospect new customers by telephone, email or visiting
- Convert prospects into a sustainable revenue stream, negotiating commercial terms to maximise return for St Jude's Laundry
- Develop and maintain a database of existing and prospective customers, working with other colleagues to ensure the database is up to date and effective
- Review existing and previous business to identify new business opportunities

Market development

- Develop, implement and achieve the marketing plan in line with the business objectives
- Identify new market sector opportunities
- Analyse commercial viability of new market sectors

Develop, implement and deliver the account management plan

- Develop and implement customer account retention activity plans in relation to telephone calls and existing customer visits
- Build one-to-one relationships with existing contracted customer
- Achieve retention targets
- Renew existing contracts ensuring a sustainable revenue stream and negotiating commercial terms to maximise return for St Jude's Laundry
- Implement an Account Management plan for new and existing contracts

Planning and Organisation

- Plan activities over weekly, monthly, quarterly and annual basis in line with agreed plans

- Maintain accurate records of sales and promotional activity against predetermined key performance indicators
- Working with the Laundry Shift Leaders to maximise the capacity of the Laundry by efficient process scheduling

Organisational Responsibilities

- Contribute to the overall achievement of Forth Sector 's mission and objectives
- Undertake such training and personal development as may be required to provide an effective service and to ensure compliance with the law or contractual requirements, and, where appropriate, share training expertise with colleagues
- Attend and participate in team meetings
- Actively participate with own supervision and appraisal

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 of 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.

(E)

<p style="text-align: center;">Person Specification</p> <p style="text-align: center;">Job Title: Sales Executive/Account Manager</p> <p style="text-align: center;">(E=Essential D=Desirable)</p>
<p>SKILLS AND CORE COMPETENCIES</p>
<p>Technical competency (qualifications and training)</p> <ul style="list-style-type: none"> • Knowledge of MS office package (E) • Knowledge of contract development and SLAs (E) • Experience of working with CRM packages (D)
<p>Experience</p> <ul style="list-style-type: none"> • Relevant B2B sales experience gained from a similar role (E) • Proven experience of cold calling businesses and a track record in converting calls to appointments (E) • Demonstrable experience of managing the sales pipeline (E) • Experience of account management processes (E) • Demonstrable experience of successfully working to targets (E) • Experience of the housekeeping function in the hospitality sector (D) • Demonstrable experience of providing excellent customer service skills(E)
<p>Skills and Attributes</p> <ul style="list-style-type: none"> • Excellent IT skills, including familiarity with Microsoft Office software(E) • Excellent lead generation skills & ability to negotiate with potential customers(E) • Excellent verbal and written skills and ability to communicate concisely and effectively with internal and external audiences(E)
<p>Personal qualities, communicating and relating to others</p> <ul style="list-style-type: none"> • Excellent interpersonal and communication skills(E) • Good at building relationships with both internal and external stakeholders(E) • Ability to use initiative when required and take a problem solving approach to work tasks(E) • Ability to work in a target driven environmen(E) • Ability to work well as part of a team and independently when required (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)

Other

- Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity (E)