##### JOB DESCRIPTION

**JOB TITLE: Customer Relations Manager**

**RESPONSIBLE TO: Head of Sales - New Business**

**ACCOUNTABLE TO: Sales and Marketing Director**

**Care UK Values**

* Every one of us makes a difference
* Customers are at the heart of everything we do
* Together we make things better

## Job Summary

# Support the new builds programme and home team to achieve its sales target of self funding beds.

To develop strong links with local charities, support agencies, schools, local clubs and other potential interested parties. Seize PR and partnership opportunities to best promote the home locally. To ensure that the Care UK values of Fulfilling Lives are evident in all areas of customer relations

### Key Responsibilities

* Provide correct information to prospective clients regarding the facilities, care, service and prices in a professional and efficient manner.
* Enrol new residents in order to achieve set sales targets.
* To work closely with the Home Manager to ensure the preparation and implementation of the Community Engagement Schedule and Sales Activity Calendar.
* Ensure that the Self Funding contract is understood and is clearly communicated to all prospective clients.
* All enquiries are dealt with professionally and within 24 hours adhering to the Care UK standard operating procedures.
* Conduct a thorough needs analysis to all prospective clients on the phone or in person by using a range of questioning techniques.
* Accurately record all prospect and resident information on the database system. Make note of the initial source of enquiry to establish marketing trends.
* Ensure prospective clients that do not buy are followed up within the set time frame and are continually contacted in line with the SOP’s.
* Visit the competition and have an understanding of their prices, service offering and procedures
* Identify potential business/marketing opportunities within the local catchment area
* Complete the necessary paperwork accurately including the enquiry card, contract and direct debit mandate
* Arrange review meetings with relatives one month after residency and allow smooth handover to Clinical Lead
* Participate in a weekly conference call with the Sales Manager, New Builds to report on set KPI’s
* Work closely with the Home Manager and Clinical Lead to arrange Pre Admission Assessments and suitable admission dates
* Take the lead on day of admission to ensure a seamless process
* Ensure that the Reception team are always aware of incoming residents and appointments for tours.
* Liaise with the Administrator for billing/invoicing purposes ensuring no resident is admitted until a contract has been signed and deposit has been paid

### Health and Safety

As an employee of Care UK, the post holder has a duty under the Health and Safety at Work Act 1974, to:

* Take reasonable care of the health and safety of themselves and all other persons who may be affected by their acts or omissions at work.
* Co-operate with their employer to ensure compliance with Health and Safety legislation and the Health and Safety policies and procedures of the organisation, not intentionally or recklessly interfere with, or misuse, anything provided in the interests of health, safety, or welfare, in pursuance of any of the relevant statutory provisions.

**Data Protection**

The post holder must at all times respect the confidentiality of information in line with the requirements of the Data Protection Act and the company’s ISO27001 accreditation.  This includes, if required to do so, obtain, process and/or use information held on a computer in a fair and lawful way, to hold data only for the specified registered purposes and to use or disclose data only to authorised persons or organisations as instructed.

This list of duties and responsibilities is by not exhaustive and the post holder may be required to undertake other relevant and appropriate duties as reasonably required.

This job description is subject to regular review and appropriate modification.

I confirm I have read and understand this job description

Name of post holder …………………………………..

Signature …………………………………..

Date …………………………………..

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| **HAZARDS** | | | | | |
| Laboratory specimens |  | Clinical contact with patients/residents |  | Performing exposure prone invasive procedures |  |
| Blood/body fluids |  | Dusty environment |  | VDU use | √ |
| Radiation |  | Challenging behaviour |  | Moving and handling | √ |
| Solvents |  | Driving |  | Noise |  |
| Respiratory sensitisers |  | Food handling |  | Working in isolation |  |

**Person Specification**

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| --- | --- | --- |
| **CRITERIA** | **ESSENTIAL** | **DESIRABLE** |
| Qualifications | * GCSEs (or equivalent)   including English and Maths | * Degree * Certificate * A Levels |
| Experience | * Customer facing environment * Working in a target driven environment | Experience already gained in a care home environment |
| **Technical Skills** | * Competent with Microsoft Excel, Word and Powerpoint packages * Excellent communication skills both written and verbal |  |
| **Personal Qualities** | * Shares ideas with others [to make improvements] * Keen to learn and improve own performance * Committed to communicate with customers to understand their needs * Will go the extra mile to help fulfil customers needs * Has a ‘can-do’ attitude to work * Enjoys working effectively as part of a team * Highly organised, ability to keep track and progress multiple priorities at any one time * A customer service mindset; ensuring customers are given the highest priority and that agreed actions and customer expectations are met * Ability to work with and influence action through others * Self motivated with keen attention to detail * Has a ‘can-do’ attitude to work * Confident, personable, professional and friendly manner |  |