**Job title:** Home Admissions Advisor

**Responsible to:** General Manager

**Accountable to:** Sales & Development Manager

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**Our Values**

## Fulfilling Lives is our core purpose

## Every one of us makes a difference is the belief that drives us

## Caring, Passionate and Teamwork are the values that underpin everything we do

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## Job Summary

**Overall Purpose:**

The Home Admissions Advisor is responsible for implementing the marketing and sales strategies at a local level including Home open days, events, direct marketing, local marketing communications, advertising, PR and networking with local relevant groups, GPs and hospital discharge teams to promote the Home. This involves working with families at a challenging time, and your ability to drive leads and occupancy rate must be balanced with empathy for families and residents.

**Responsible for**:

* First point of contact for all customer enquiries and to manage the sales process from generating leads to liaising with families at the introductory stage to admitting new residents into the home.
* Build positive relationships by regular communications with residents, relatives, business professionals and other external stakeholders
* Sell Residential, Assisted Living, Dementia and Nursing Care service on a B2B and B2C basis
* Lead on sales initiative to maximise occupancy
* Achieve occupancy and margin targets and other KPIs
* Manage all leads and the full sales process from generation through to move-in using a consultative sales approach
* Maintain data for all enquiries, keeping the business briefed on occupancy rates, lead generation and pricing
* Demonstrable ability in utilising and creating effective local marketing plans
* Supervise the move-in process to ensure all contractual and regulatory conditions are met
* Capture and manage customer data and input into the CRM
* Understand the competitor landscape to ensure the homes maintain their competitive advantage and identify gaps in the local market
* Build relationships with the local community including social services, healthcare professionals, NHS Trusts, discharge teams, GPs, voluntary sector and other organisations that provide care and support to the elderly
* Create a culture of openness for all external visitors at enquiry level or otherwise and form thrusting effective relationships quickly to best reflect Gracewell as a provider of choice
* Strategic and tactical activities across the sales pipeline that increase sales
* Designing, planning and leading local community social events
* Providing feedback to GM on ‘whole’ Home customer experience
* Liaison with GM on call-back activities and other key sales activities
* Marketing to key clinical professionals and their related administration teams
* Engaging and training Home colleagues in the handling of initial enquiries, (both telephone and face to face) and all show-round sales activities
* Planning and briefing colleagues on individual show-round activity

**Competencies:**

* Building customer Loyalty
* Building Strategic Working Relationships
* Building Trust
* Communication
* Driving for Results
* Planning and Organising
* Presentation and Training Delivery
* Technical/Professional Knowledge and Skills

**Safeguarding of Vulnerable Adults / Mental Capacity Act**

To complete training on Safeguarding of Vulnerable Adults and the Mental Capacity Act and be able to understand and implement SVA and MHA policies and procedures taking responsibility for reporting any safeguarding concerns to the senior person on duty or on-call RD

### 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.
* To ensure that adequate measures are taken to protect the health and safety of all staff including the maintenance and upkeep of a safe environment.

**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

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| **Name of postholder** |
| **Signature** |
| **Date** |

##### Person specification

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| **Criteria** | **Essential** | **Desirable** |
| Qualifications | * GCSEs (or equivalent) |  |
| Experience | * Minimum of 2 years’ experience in a Sales role B2B/B2C * Proven track record in Customer Relations * Strong organisational skills and target orientated * Experience in new business development * Proven experience and track record of success in ‘high-end’ sales environments * Experience in managing end to end sales pipeline processes * Proven experience in managing and maintaining customer relationships over protracted time-lines | * Sales experience in the healthcare or hospitality sector |
| **Technical Skills** | * Excellent written, non-verbal and verbal communication skills * Knowledge of and competence in Microsoft Office applications and Windows based operating environments – Excel, Powerpoint, Word, Outlook and Explorer | * Experience in CRM databases |
| **Personal Qualities** | * Self-motivated, flexible and enthusiastic approach to work * Works collaboratively with others sharing ideas and information at all times * Effectively builds trust with a consistent approach between actions and words * Well presented, articulate with a confident and professional manner |  |