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| **Job Title:** | **Cluster CLM** |
| **Reports To:** | **National Sales Director** |

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| **Job Summary:** | The Cluster Client Liaison Manager (CLM) plays a key role in supporting homes without a dedicated CLM, ensuring consistency in sales, marketing, and enquiry management processes. This role is responsible for training, implementing best practices, and driving occupancy growth across multiple homes. The Cluster CLM will work closely with the Senior BDM to align strategies, support other CLMs and the business development initiatives enhancing operational efficiency. This role will operate across the whole region. |

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| **Role Responsibilities:** |
| **Home Support & Sales Leadership:*** Act as a temporary CLM for homes without a designated CLM.
* Provide hands-on support for enquiry management, sales processes, and occupancy growth.
* Assist in the onboarding and training of new CLMs to ensure seamless transitions.
* Ensure adherence to sales strategies and best practices across all supported homes.
* Work with HMs to optimise local networking, referral relationships & community engagement.

**Enquiry Management & Conversion Optimization:*** Ensure enquiries, follow-ups, and conversion tracking are carried out across all homes.
* Drive enquiry growth through proactive engagement with key referral sources such as Social Services, Discharge Planners, and local stakeholders.
* Oversee CRM and AEMs systems to maintain accurate tracking of all leads and enquiries.
* Conduct regular audits of enquiry pipelines and suggest improvements to enhance conversion rates.

**Marketing & Business Development Support:*** Support homes in executing local and national marketing campaigns.
* Ensure brand consistency across all materials and communication.
* Work closely with the Senior BDM to implement and refine business development strategies.
* Monitor and manage show suites, first impressions, and room pricing to drive occupancy.

**Training & Best Practice Implementation:*** Deliver training sessions for new CLMs, front-of-house staff, and Home Managers to enhance their sales capabilities.
* Lead workshops on customer journey excellence, enquiry management, and marketing best practices.
* Identify training gaps and develop solutions to bridge them, ensuring a high standard of customer engagement.

**Collaboration & Process Management:*** Serve as a key liaison between homes, the Senior BDM, and the National Sales Director.
* Work closely with operational teams to ensure seamless integration of sales strategies.
* Focus on sales performance, enquiry management, and revenue forecasts.
* Implement new processes to streamline sales and marketing efficiency.

**This is not intended as an exhaustive description of duties and responsibilities and may be amended following consultation with the jobholder.** |

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| **Person Specification:** |
| **Experience**  | **Essential/Desirable**  | **Assessment**  |
| Appropriate experience and relevant qualifications | E | CV/Certificates |
| Background in a previous sales position | E | CV |
| Clean driving license | **E** | **License check** |
| **Knowledge/Skills & Abilities** |  |  |
| Team player, decisive, self-motivated, proactive, flexible and adaptable. Confident, enthusiasm and desire to excel | D | Interview |
| Ability to prioritise workload and be able to work under pressure | D | Interview  |
| Ability to communicate and manage interpersonal relationships, including influencing skills | E | Interview  |
| Excellent listening skills | E | Interview  |
| Problem-solving and customer care skills | E | Interview |
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| Values – I am fully committed to being: * Caring
* Supportive
* Honest
* Respectful
* Accountable
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| Agreement: |
| **Employee Signature:** |  | **Date:** |  |
| **Manager Signature:**  |  | **Date:**  |  |