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| **Job Title:** | **Client Liaison Manager** |
| **Reports To:** | **General Manager** |

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| **Job Summary:** | To manage the sales and marketing processes in the home, ensuring the effective daily operation of the Sales & Marketing Department, meeting and exceeding budget targets, filling the home with the agreed client base and maximising revenue. |

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| **Role Responsibilities:** |
| * Record and follow up sales leads to ensure sales targets are met. Completion of daily tasks and daily management of the AEMs system. * Assist marketing requests and manage small print and artwork jobs. * Ensure that all reports are prepared within the required timescale and are accurate. * Manage and keep up to date the information on the pipeline of potential residents, and when they are likely to be admitted, to maximise revenue and meet sales targets. * Develop new contacts and maintain regular and close contact with all key care influences. * Drive local enquiry growth from improved networking & local marketing (Community Engagement) * Optimise room pricing, manage show suites and general first impressions. * Training at home level for front of house staff ensuing Customer Journey is in line with company SOP. * Identify new sales opportunities and ensure that, where possible, these come to completion. * Flexibility in covering the Sales & Marketing office over seven days, including weekends and evening hours as and when required. * The CLM will comply with the HR policies and procedures. * Attend initial and update mandatory training as required. Actively engage in personal professional supervision including quarterly one-to-one meetings and a yearly performance review, ensuring personal professional knowledge and competency is maintained.   **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:** |  |