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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:**  |  |