

Staff Role Profile: Sales Executive

Job Level	1b	Salary Range	Up to £17,499
Directorate	Red Cross Training	Work location	Salford
Contract	Permanent	Reports to	Sales Team Leader

Scale and scope of role

Direct reports	0	Indirect reports	0
Budgetary responsibility / accountability	0	Accountability for other resources	0
Reach and impact	Provide excellent service to build and maintain customer relationships through the provision of first aid courses and products.		

Context

The British Red Cross helps millions of people in the UK and around the world to prepare for, respond to and recover from emergencies, disasters and conflicts.

Our volunteers and staff help people in crisis to live independently by providing support at home, mobility aids and transport. We also teach first aid skills.

We are part of the global Red Cross and Red Crescent humanitarian network. We refuse to ignore people in crisis.

Our principles and values

Our values (compassionate, courageous, inclusive and dynamic) underpin everything we do.

As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Directorate overview

The role of Sales Executive sits within the Red Cross Training directorate. Our vision is a world where everyone gets the help they need in a crisis. Education offers a way to secure the help of others in achieving our vision. As part of this, we want everyone in the UK to have the opportunity to learn first aid, and young people to have the skills and confidence to be able to cope in a crisis, so they can help themselves and others.

Purpose of the role

Ensure Red Cross Training remains a market leader in the provision of first aid training by booking customers onto first aid courses.

Main responsibilities

1. Achieve revenue based KPIs by converting in-bound enquiries into the sale of first aid courses and products.
2. Build and maintain our customer relationships to develop future business opportunities.
3. Work within a contact centre environment and support the achievement of key performance indicators; including but not exclusive to call abandon rate percentages and call-answer delays.
4. Work as an effective problem solver, ensuring any issues are dealt with in a professional manner.
5. Ensure high standards of customer service through the achievement of call and email quality targets.
6. Ensure databases instrumental to the completion of role responsibilities are maintained and up to date.
7. Work as a member of the sales team; undertaking any other duties within the overall scope of the post.
8. Uphold the Fundamental Principles of the Red Cross and Red Crescent Movement and to work within the Society's Equal Opportunities policy
9. Contribute to the maintenance of the ISO 9001 and Investors in People standards.

Diversity

We are committed to being an inclusive employer with a diverse workforce. We encourage applications from people from the widest possible diversity of backgrounds, cultures and experiences – including disabled and ethnic minority candidates. This is to contribute to the breadth of experience we need to respond to people in crisis. You can read more about our commitment to diversity [on our website](#).

Person Specification

To be shortlisted for interview, you need to meet the essential criteria “S”.

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)
Skills	Essential ✓✓	➤ Computer literate and competent in IT applications.	I
		➤ Develop strong internal and external relationships.	SI

		<ul style="list-style-type: none"> ➤ Manage workloads and prioritise tasks. ➤ Verbal and written communication. 	SI SI
Experience	Essential ✓✓	<ul style="list-style-type: none"> ➤ Working in a target driven environment. ➤ Utilising computers as an integral part of work. ➤ Collation of information and data. 	SI S I
	Desirable	<ul style="list-style-type: none"> ➤ Familiar with quality systems 	
Behaviours		<ul style="list-style-type: none"> ➤ Seeking insight - investigates and analyses information. ➤ Working collaboratively - pro-actively works across boundaries and hierarchies. ➤ Communicating and influencing - tailors their approach. ➤ Solution focussed – sees multiple connections. ➤ Managing personal impact – is self-aware. 	I I I I I
Additional requirements	Essential ✓✓	<ul style="list-style-type: none"> ➤ Upholds the fundamental principles and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic). ➤ Ensures inclusive practice and promotes diversity ➤ Support corporate strategy, RCT business objectives and KPIs. ➤ Prepared to work additional and unsociable hours (evenings or weekends). 	I I

All disabled candidates who meet the essential criteria (✓✓) will be short-listed for interview in line with our commitment to the Disability Confident Scheme