

<b>JOB TITLE</b>	Business Development Officer
<b>APPOINTMENT</b>	21 hours per week (0.6FTE)
<b>SALARY</b>	£24K FTE
<b>LOCATION</b>	Remote, or working based out of our Salisbury office
<b>REPORTS TO</b>	RSCM Deputy Director

Benefits of choosing to work with RSCM include:

- Guaranteed salary.
- An exciting role with opportunities to build your career.
- 25 days holiday + bank holidays (FTE; pro rata)

### **ROLE DESCRIPTOR**

The post holder will be expected to work to actively drive sales of RSCM products such as *'Hymnpact!'* (a singing resource aimed at encouraging singing in primary schools), sales of events such as singing courses, and membership subscriptions; and in some instances voluntary giving. Some of the work will be in support of RSCM Enterprises, RSCM's wholly owned trading subsidiary.

The sales plan will be delivered with some assistance of external contractors (e.g. social media), and with input from individuals across the organisation.

The post holder is responsible for selling to individuals, corporate customers (such as school federations) and organisations (e.g. choral societies) including through appropriate organisational networks. The holder will play an active part in suggesting, agreeing and delivering agreed KPIs and sales targets, monitoring and adjusting activities as necessary to improve results. The successful candidate will play a key role in ensuring the long-term financial viability of the charity and whilst we have a comprehensive product offer, we welcome innovation. The post holder will be expected to make suggestions and recommendations for NPD (new product development) and changes to our strategy that could make the products more attractive to parallel markets.

## **PERSON SPECIFICATION**

### **ESSENTIAL SKILLS**

We are looking for someone who is:

- Persuasive, motivated and enthusiastic.
- Brilliant on the phone.
- Able to communicate effectively and accurately by email and other written means
- Resilient and driven.
- Outgoing with an approachable personality.
- Able to thrive as a self-starter.
- Able to keep good, accurate records

Your responsibilities will include:

- Initial telephone and/or email or other electronic contact to potential new customers
- Using your personality and determination to ensure you speak to the Key Decision Maker
- Identifying target customers and contacting them, then converting initial conversations and leads into sales and subscriptions.
- Recording and tracking progress, providing reports as required.

### **IT SKILLS**

**You will be able to demonstrate:**

- Good knowledge of software and systems including:
  - o Microsoft Office Suite (including Teams);
- Creative, effective facility with social media, including Facebook, X (formerly Twitter), Instagram etc.
- Good, working knowledge of products such as Google Analytics, Google Ads.
- Ability to use a CRM package (CIVI) to identify targets and track sales progress.

### **DESIRABLE ATTRIBUTES**

- A love of church- and/or choral music
- An interest in, and empathy with, the mission and aims of the RSCM
- Knowledge of basic music terminology
- Knowledge of church structures and language
- Understanding of the valuable role that singing and music can play in education and school life
- An appreciation of the role that singing and music can play in well-being.
- Experience with selling subscription-based products
- Experience of selling to schools and not-for-profit organisations.
- Able to sell face-to-face, over the phone and via direct marketing.
- Ability to build a supportive coalition of advocates (e.g. thought-leader musicians who want to support the growth of singing and the work of the RSCM) to amplify the efforts of the post-holder

**This appointment is made subject to:**

- Accepting the terms and conditions of the Staff Handbook.
- Completion of RSCM Safer Recruitment process, (including references and satisfactory completion of the RSCM's Confidential Self-declaration Form). Safeguarding training to be completed once in post.

*RSCM works to positively promote the importance of effective safeguarding, holding to the Christian belief of valuing each person as someone who bears the image of God and is loved equally by God, and therefore should be protected from harm.*

