

Customer Relations and Sales Officer

Division / Function: National Programmes –
Business development, Customer Relations and
Sales

Reports to: Customer Relations and
Sales Manager

why

Job summary:

Reporting to the Customer Relations and Sales Manager this role will work as part of a centralised sales team, which leads all Autism Know How sales, logistics and customer support enquiries. The Autism Know How department supports organisations across sectors to improve both understanding and practice for professionals and employees in order to help to transform the lives of autistic people and families. We do this through diagnostic services, training, accreditation, consultancy and conferences.

Managing all aspects of the customer sales journey, this role will lead and deliver an effective, timely and professional customer journey and experience, maximising income potential and repeat business to ensure performance against team sales targets and to enable the society to continue to improve its offering for autistic people.

This role will work closely with colleagues across Autism Know How, Marketing, CRM and Business Development departments, and other relevant NAS teams where required.

This role will also deliver general administration and data processing as required.

<p>What</p>	<p>Principal accountabilities</p> <ul style="list-style-type: none"> • Proactively and confidently manage and follow-up all incoming sales and customer enquiries, within 48 working hours • Effectively manage own portfolio of customers, and with a sound knowledge of all Autism Know How products and services you will find the best service or product to match customer needs • Develop and sustain long-lasting relationships with customers providing excellent customer service at every stage of the customer journey to encourage repeat custom. • Meet set individual sales targets and work with the team to reach KPI and quality assurance measures. • Develop and maintain excellent product knowledge of all Autism Know How products and services. • Lead on opportunities for cross-selling and customer follow ups for repeat custom to maximise sale opportunities. • Lead with processes around contracting, raising invoices and purchase orders on relevant systems within agreed timescales. • Work closely with Business Development to identify new opportunities Recommend changes or additions to processes and procedures that will enhance a customer's experience within the sales journey • Foster a positive and pleasant working relationship with members of the customer relations and sales team • Participate in training and professional development • Work with business development and support the booking, contracting and finance/invoicing elements of their relationships and support lead generation campaigns where required. • Liaise with operational delivery teams, business development and project leads to set up and manage all booking and delivery logistics for your portfolio of customers and ensure smooth delivery to contract requirements. • Support the recruitment, booking and day-to-day management and support for external contractors, including autistic contractors and speakers. • Develop effective working relationships with other external-facing NAS departments in order to: <ul style="list-style-type: none"> • Most appropriately respond to/signpost customer enquiries. • Develop strong product knowledge. • Access knowledge/information quickly from other parts of the organisation. • Continually improve processes and available information. • Ensure adherence to department and organisational policies and procedures. • Ensure accurate, timely data capture and updates to inform reporting. • Ensure adherence to all relevant GDPR and contractual compliance. <p>Job descriptions only reflect 80% of a role, and are not an exhaustive list of duties. You are expected to carry out other activities that are within the scope of the role.</p>
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Competencies	<p><u>I am committed to making a difference</u></p> <p>I commit to NAS aims, objectives and values. I display a positive approach in the way I work and contribute to the wider needs of the organisation and its stakeholders either directly or indirectly. At work I overcome difficulties, setbacks and pressure, to get things done because I understand the impact of autism. I recognise and encourage commitment in others.</p>
	<p><u>I cooperate with others to work safely</u></p> <p>I understand the health and safety risks associated with my job and work responsibly with others to reduce them. I have a positive attitude to safety that causes me to care about the wellbeing of others as well as myself.</p>
	<p><u>I gather and share knowledge</u></p> <p>I seek and use information, knowledge and experience and create opportunities to share this with others. I look for new developments and keep up to date with issues which impact my work. I interpret, distil and disseminate information, in and outside the NAS, for the benefit of people with autism and other stakeholders. I manage and protect others' personal information professionally</p>
	<p><u>I work in partnership</u></p> <p>I build trust and partner with colleagues, other agencies and key people to facilitate the best outcomes for the NAS and/or people with autism. I overcome barriers and difficulties to bring people together and utilise relationships internally and externally to maximise service provision and/or the use of resources. I support colleagues to achieve our objectives</p>
	<p><u>I develop new and existing activities</u></p> <p>I promote, develop and grow NAS services and reach. I identify gaps in our activities and services, making the case for growth. I know when to share what works well and when something new is needed. I think creatively and practically about NAS activities and services. I seek best practice, building on others' new, alternative ideas and ways of doing things.</p>
	<p><u>I adapt to changing priorities</u></p> <p>I adopt a flexible, proactive approach to get the job done. I am responsive to change and recognise when tasks are urgent and/or important, taking appropriate action. I prioritise activities and know when to say 'no'. I deal positively with last minute changes and interruptions. I look for practical solutions and know when to find different ways to achieve an objective.</p>
<p>Person specification</p> <p>Criteria which will be used in shortlisting and selecting candidates.</p>	

Criteria		Essential	Desirable
Skills/Abilities			
<ul style="list-style-type: none"> Highly motivated and detail oriented individual. Excellent time-management and prioritising skills. Effective communication skills with a clear and professional telephone and written manner. Able to multi task and work off own initiative to manage own portfolio of customers Exceptional customer services skills. Excellent computer literacy including MS Office and CRM databases. Strong analytical skills and solutions focused Ability to work as part of a team. 		<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	
Knowledge			
<ul style="list-style-type: none"> Knowledge of autism. Knowledge of principles of customer service and sales strategies. Working knowledge of CRM databases and sales platforms. Knowledge of data protection legislation and compliance. 		<p>x</p>	<p>X</p> <p>x</p> <p>x</p>
Experience			
<ul style="list-style-type: none"> Substantial experience in B2B and customer service, with particular experience in converting enquiries into sales. Substantial experience in sales and customers service teams Proven sales experience and track record of achieving sales targets 		<p>X</p> <p>X</p> <p>X</p>	
Education & Certification			
<ul style="list-style-type: none"> Sales, business or administrative qualification. GCSEs in English and Mathematics (or equivalent). 		<p>x</p>	<p>X</p>
Context	Interfaces		
	Internal <ul style="list-style-type: none"> Autism Know How colleagues Marketing Business Development Finance team Corporate Partnerships/Fundraising 	External <ul style="list-style-type: none"> Customers from all sectors and services Decision makers and purchasers of NAS products NAS suppliers 	

	<ul style="list-style-type: none"> National Programmes Schools and Services 	
	Environment	<p>Location – Home Based</p> <p>Travel - less than 5% of time away from prime site</p> <p>Hours: 35 hours per week. Additional hours may be required occasionally during busy periods.</p>
	Scope	<p>Financial – contract management, invoicing and processing sales, updating financial reports, liaising with finance team as required</p> <p>People – Managing own portfolio of customers. Line Management/supporting colleagues as required</p> <p>Resources – Laptop and mobile phone</p>
	Safeguarding responsibilities	<p>The NAS is committed to safeguarding and promoting the welfare of all children and adults who use our services and as such expects all staff and volunteers to share this commitment.</p>
Position	Salary Band: BS3	£24,216
		Date Reviewed: April 2024