

Job description

Job Title:	New Business / Sales Manager
Location:	Remote in the UK (homebased) with occasional travel
Managed by:	Commercial Director
Hours:	28 per week worked over a minimum of 4 days per week
Contract:	Part Time, Permanent
Salary:	FTE: £42,747 per annum (Pro-rata: £34,198 per annum)

At Cruse, our strategy, sets out our charity's plans to grow our income and build on our expertise and unique position in the sector. We provide expert bereavement and grief information and support, and our charity has been supporting people for over 65 years. We support adults, children and young people across England, Wales and Northern Ireland, through our national services, over 80 local branches and online information about grief and bereavement.

Job purpose

Lead the growth and delivery of Cruse's External Training & Consultancy programme, combining business development, customer relationship management, and delivery oversight to make Cruse the leading provider of bereavement training in England, Wales and Northern Ireland.

You will be responsible for managing our external training programme. The programme has been delivering high-quality grief and bereavement training to over 370 external organisations and thousands of individuals for the past ten years. Our training aims to help workplaces to support bereaved staff and customers, influence their approach to bereavement, as well as generating crucial commercial revenue which supports our charitable activities.

We have a suite of existing training programmes and are constantly assessing market and customer needs to be able to design and deliver new specialist and bespoke training for our partners. This role will be responsible for sourcing, planning and managing customer engagements, and ensuring Cruse is the leading training provider for loss and bereavement in England, Wales and Northern Ireland.

You will be responsible for developing a sales and marketing strategy, targeting relevant organisations and selling our training products. You will be overseeing the organisation of training sessions and then handing over to one of our trainers to deliver the sessions, providing support where needed, monitoring and acting on feedback, and always ensuring a consistently high standard of customer service.

**We help people through one of the most painful times in life
– with bereavement support, information and campaigning.**

Charity Registration Number: 208078. A company Limited by Guarantee Number: 638709.

Key responsibilities

Business Development, Sales & Marketing

- Deliver a sales and marketing strategy for Training & Consultancy, building on existing plans while also introducing new approaches.
- Identify appropriate target customers across multiple sectors (e.g. Corporate, public sector, third sector).
- Approach decision-makers at these target customers with bespoke pitches, tailored for their needs and sector. Build high-quality proposals and fully costed quotations that meet customer needs and deliver profitable and impactful work for Cruse.
- Negotiate contract terms, fees, and service agreements with new and existing customers and make changes to Cruse's standard contracts where approved.
- Represent Cruse at networking events, conferences, and sector forums to promote the training offer.
- Work alongside internal and external resources to develop Cruse's suite of Training & Consultancy products, to include more 'off the shelf' and bespoke products which meet the needs of our customers.
- As well as working with organisations, we also offer training to individuals (often qualified Counsellors), which this role will also manage.
- Build and maintain an accurate pipeline tracker that allows Cruse to understand future bookings and forecast revenues.
- Build professional internal reports that help us monitor performance against annual budgets and forecasts for Training & Consultancy. Where we fall short of targets, develop and action plans to remedy.
- Work with the Communications and Marketing Team to develop promotional materials, case studies, and campaigns that support sales activity, as well as to build a marketing plan (using appropriate channels to identify and connect with potential customers).

Relationship & Project Management

- Act as the primary point of contact for external partner organisations, building long-term, trusted relationships. Provide customers with excellent account management, responding to their issues promptly and proactively. Ensure we remain their go-to partner, as well as opening cross-selling opportunities.
- Manage renewals and identify opportunities to grow existing accounts.
- Monitor customer satisfaction, gather feedback, and resolve any issues or concerns promptly and professionally.
- Maintain accurate records of customer interactions, contracts, and account history using Cruse's Fundraising CRM.
- Provide regular updates on projects and identify any risks.
- For larger projects or multi-training engagements, lead on the development of project plans and resources, working with other stakeholders as required.

We help people through one of the most painful times in life
– with bereavement support, information and campaigning.

Charity Registration Number: 208078. A company Limited by Guarantee Number: 638709.

Training Administration & Delivery Coordination

- Oversee the end-to-end administrative process for booking training, from initial enquiry through to invoicing and course completion.
- Coordinate trainer availability and allocate appropriately skilled and qualified trainers to each booking.
- Liaise with customers on logistics, venue / platform requirements, materials, and scheduling.
- Ensure contracts, terms and conditions, and data protection requirements are in place for every booking.
- Maintain quality assurance processes, including evaluation forms, feedback analysis, and continuous improvement of course content and delivery.
- Manage invoicing and liaise with the Finance Team to ensure timely payment and accurate financial records.
- As required, work with the National Volunteer Recruitment and Training Manager to recruit and train additional trainers to increase portfolio of skills with a focus on diversity and inclusion.
- Provide cover within the team as required.
- Support the wider Fundraising Team when required.

Person specification

The following outlines the qualities, skills, and experience we seek in the successful candidate. As you prepare your application, we encourage you to provide clear, well-evidenced examples demonstrating how you meet the criteria. This will allow us to assess your suitability for the role effectively.

Essential	Desirable
Qualifications & Experience	
Proven experience in business development, B2B sales, or account / relationship management, ideally within a training, learning & development, or consultancy environment	Experience working within a charity, health, or wellbeing-related sector
Experience administering or coordinating the delivery of training courses, events, or similar services	Background in learning & development, training delivery, or facilitation
	Experience setting and managing income or sales targets
Keys Skills and Expertise	
Strong relationship-building and negotiation skills, with the ability to manage multiple external stakeholders. Able to build warm, professional relationships with customers and colleagues	Relationship-building and organisational expertise in the training and/or consultancy space
Excellent organisational skills and high attention to detail	
Confident communicator, comfortable presenting and pitching to senior stakeholders. Excellent written skills also	
Competent IT Skills with the ability to work within the Microsoft office 365 suite, CRM systems and booking platforms	
Demonstratable collaborative skills, able to work closely with trainers, finance, marketing and other fundraising colleagues.	

We help people through one of the most painful times in life
– with bereavement support, information and campaigning.

Charity Registration Number: 208078. A company Limited by Guarantee Number: 638709.

Key Competencies & Attributes	
Commercially minded, with a proactive approach to identifying new opportunities	Ability to function well in an environment where bereavement issues are constantly under discussion
Committed to high standards of quality and professionalism in customer-facing work	Working in the charity sector with a passion for the cause
EDI commitment – Demonstrates a deep understanding and dedication to equality, diversity, and inclusion within the workplace	
Self-motivation, autonomy & team player – Works independently while responding to evolving priorities with agility and will actively contribute to a cohesive and motivated workplace culture	
Every role serves as an ambassador for our mission, championing the charity and inspiring others to support and engage with our fundraising efforts	
Values-driven approach – Consistently demonstrates behaviours aligned with organisational values	