

**Telesales Development Manager
Shine (Trading)
Peterborough**

Salary: Basic of £35k with OTE of up to £50k (with further potential as income grows)

Hours: Full-time. 35 hours a week

Location: Peterborough

Shine is the only charity working across England, Wales and Northern Ireland supporting individuals and families whose lives are affected by spina bifida and hydrocephalus.

Our aim is to make a positive difference to those people's lives.

We can only do this if we have the funding to deliver our services. Shine Trading is critical to our success as it currently provides £500k per annum of unrestricted funding to enable us to do the work we need to.

Shine has captured the imagination of a large number of corporate donors by introducing a fun, interactive and flexible online balloon race platform and in the process generates hundreds of thousands of pounds of income each year from a large number of active donors.

This programme is innovative and very successful.

An exciting opportunity has arisen for the right person with drive, enthusiasm and motivation to lead and develop **our unique telesales business - and realise the potential for growth.**

The primary focus of this role is to grow income whilst continuing to innovate the offer, and increase the capability of the telesales team to support you in that.

As Telesales Development Manager you will relish the challenge to substantially grow our balloon sales income. You will motivate, manage and lead the team by example. You will implement new ways of working which will continually generate a healthy pipeline of new customers, increasing sales from existing SMEs and growing unrestricted income from new customers to support more individuals and families whose lives are affected by spina bifida and or hydrocephalus.

Outcomes - what will success in this role be?

Telesales - You will lead by example

- You will work with existing and lapsed accounts to maximise sales opportunities
- You will call potential new clients, closing sales and developing ongoing long-lasting relationships
- You will continually manage and develop your own portfolio of accounts whilst supporting the team to develop theirs
- You will play your part in ensuring the team achieve their sales targets and KPIs
- You will be a leader and role model to drive a strong high-performance culture that wants to deliver extraordinary results
- You will support the team to navigate and adapt to uncontrollable and unpredictable changes in economics, technology and finances
- You will build and maintain an enthusiastic team that are effective, efficient, productive and achieve their sales targets and KPIs.
- You will communicate effectively with potential, new and existing customers, in line with best practice Fundraising guidelines
- You will always have time for the team and their development

Team management

- You will coach, inspiring and motivate the sales team, giving continuous balanced feedback on good performance and areas for improvement
- You will set and ensure achievement of daily, weekly and monthly individual and team targets
- You will supervise and manage the team in line with Shine's policies and practice
- You will take responsibility for sales training, development, and performance management.
- You will maintain a disciplined use of CRM system, communication and customer management.
- You will build trust with the team to adopt a continually changing approach to telesales, keeping up with innovative practices and customer expectations - the function must not stagnate.
- You will create healthy competition and non-financial incentives to boost performance

- You will create a focused plan for improvement, stretch team members outside their comfort zones, and give them new approaches and strategies to try.
- You will be an advocate of individual growth.

Business delivery

- You will provide forecasting and sales data analysis.
- You will provide regular reporting of KPIs to directors
- You will drive achievement of your team targets and KPI's
- You will maintain and update the 'Virtual Balloon' race website
- You will lead on financial management / credit control

Business development

- You will continually evolve and improve the way we engage with customers
- You will have a clear view on the way in which customers are changing their charitable giving habits - and you will work with Shine's Fundraising Team to identify and develop these opportunities to extend Shine's fundraising potential from new and existing customers.
- You will review and amend existing systems and practices to improve efficiency and increase return on investment
- You will work with the Finance team to improve financial processing and credit control
- You will lead the team to identify and grow new business, whilst maintaining current customer relationships
- You will make recommendations for recruitment
- You will work with Shine's Marketing Manager to develop and deliver an innovative marketing and sales strategy to develop the business and increase income through digital channels

Quality Assurance

- You will develop and maintain high quality customer relationships
- You will take responsibility for handling customer complaints and enquiries.
- You will randomly monitor calls made by your team to maintain quality assurance.

And any other duties that may be required of this role.

To apply

Please submit a CV and covering letter to Val Stokes val.stokes@shinecharity.org.uk by 12pm on Monday 14th January 2019.

If you wish to discuss the role before applying, please contact Val on 01733 421356.

Telesales Development Manager - Shine (Trading) Person Specification

Education/Knowledge

Essential

- You will need excellent computer skills and a good knowledge of CRM database use and management

Desirable

- Familiarity with Salesforce would be a bonus

Experience - Essential

You will need to have:

- A proven track record of winning substantial new customers and building long term relationships which last
- A proven track record of improving existing customer relationships to become more profitable
- A proven track record of managing sales plans and delivering substantial income targets
- Proven experience of successful cold and warm calling within an outbound-calling telesales environment
- Experience of producing business plans and setting SMART objectives
- A proven proactive approach in creating business solutions
- Experience of brand marketing
- Experience of people management and team motivation

Experience - it would be a bonus if you had:

- An understanding of the charity sector
- An understanding of the impact of disability on people's lives
- Knowledge of spina bifida and / or hydrocephalus

Skills and qualities

You will need to have:

- Analytical skills
 - Strategic planning abilities
 - Strong verbal and written communication skills
 - Collaboration and motivation skills
 - Delegation skills
 - Good people skills
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- Empathy and understanding
 - Confidence, passion and drive
 - The ability to generate a fun, exciting and fulfilling work environment

Shine

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