

New Enquiry/Partnerships Manager

RESPONSIBLE TO: Specialist Services Director

LIAISES WITH: Head of Services, Support Managers

PURPOSE OF POST: The purpose of the role is to generate and convert a high percentage of qualified enquiries in the Brain Injury, Neurological Conditions, Learning Disabilities and Farm services. The role is pivotal in guaranteeing a seamless and positive experience for individuals enquiring into SweetTree Homecare Services by being the responsible initial and main point of contact, whilst demonstrating a high level of professionalism, pro-activity, knowledge and empathy. Acting as a key contact throughout the entire process, meeting and assessing clients and becoming intrinsically involved in finding solutions for key working partners, this is a role to create sustainable growth in the specialist services.

PRINCIPLE DUTIES MAY INCLUDE, BUT ARE NOT LIMITED TO, THE FOLLOWING:

- Assist in conducting initial assessments in the community to evaluate client needs and suitability for services, working closely with Support Managers to build a tailored support package.
- Responsible for actively and organically upselling SweetTree's Services to private and non-private enquirers, effectively communicating USP's and how SweetTree can help solve problems
- Responsible for being the central touchpoint for all new enquiries, ensuring a professional and empathetic approach that builds trust and confidence in the services offered to a variety of stakeholder, whilst upselling SweetTree's USP's.
- Responsible for sending out relevant information to new referrals, responding and following up.
- Responsible for overseeing and managing the CRM in relation to the Specialist Services, including completing relevant administrative tasks, allocating tasks and coordinating priorities.
- Building close relationships with third parties who are referring new enquiries to SweetTree.
- Ensuring the upkeep, maintenance and continual improvement of the New Enquiry process, including ensuring all brochures are sent where applicable and follow up calls are made in a timely manner across the services.
- Organise introductions, assessments, and be a touchpoint for ongoing care, including post-sale support.
- Oversee the onboarding process for new clients, including the internal advertisement of staff and liaison with recruitment, structure of introductions of support staff and managing the initial service setup.
- Liaise with Finance department, Head of Service and Specialist Service Director for any financial active negotiation of complex packages or budgets that do not reflect Sweettree structure.
- Oversee the build of the new care package schedules and oversee that suitable carers are designated, available and a good match to support the client, consulting with the manager regarding potential support workers selected for package considering client's preferences and requirements.
- Liaising with the recruitment department to identify any forthcoming recruitment needs, pro-actively identifying Support Workers for packages within the pipeline

- Assisting the Specialist Services Director in any Business Development, Comms or Event related task to maximise exposure of the services
- Responsible for the New Enquiry telephone line, enquiry email inbox and live chat for Specialist Services (and assisting with SweetTree as a whole), ensuring any enquiry is answered correctly.
- Responsible for handing over to the respective Support Manager and Key Coordinator for new care packages.
- To attend regular meetings with Specialist Service Director, providing reports and updates of pipeline and identifying any complex packages that require further resources.
- Liaise with the Marketing Manager and Heads of Services to help with any relevant marketing campaigns and feedback within the Specialist Services.
- Shared responsibility for the New Enquiry conversion KPI and ensuring the monthly target is met
- Improve quality service by recommending improved processes when necessary
- To provide an outstanding service to Carers and clients to ensure that SweetTree maintains its reputation as a premium provider of care.
- To contribute to the overall development of the service and promote a positive image for the and SweetTree Home Care Services

PERSONAL SPECIFICATION

Essential Experience, Skills and Attitudes:

- Essential – Exceptional Care and Quality experience in overseeing and supporting people with either Brain Injuries, Neurological Conditions or Learning Disabilities.
- Essential - A passion for empathetically working with people and for providing high quality support.
- Essential - Experience in a client focused role, with excellent interpersonal and communication skills, and the ability to communicate with a range of people using a variety of communication methods.
- Essential – A problem solving mindset, an ability to devise person-centred strategies that lead to positive, tangible outcomes for a vulnerable individual
- Essential – Excellent organisational skills and an ability to stick to deadlines.
- Essential – experience working with a CRM system
- Highly Desirable – A qualification of note relating to care provision.
- Desirable – Previous experience in sales/customer service role
- Above average level of IT literacy in relation to Microsoft Outlook, Word and Excel.
- A 'doer' type attitude that does not shirk away from challenges
- A natural proclivity to work and thrive within a team environment.

WORKING CONDITIONS: Working hours will be 37.5 weekly. Terms and conditions of employment are as per your employment contract and staff handbook

DRESS CODE: Professional and meeting Health and Safety requirements