

<b>JOB DESCRIPTION</b>	
<b>Job title:</b>	Inside Sales Executive
<b>Team/Department:</b>	Commercial (Marketing)
<b>Location:</b>	Ashford (Hybrid)
<b>Hours of work:</b>	Monday – Friday 37.5hrs a week
<b>Job title the post holder will report to:</b>	Director of Sales and Marketing
<b>Job titles reporting to the post holder:</b>	N/A
<b>Date the role profile was revised:</b>	April 2024
<p><b>JOB PURPOSE</b></p> <p>Reporting directly to the Director of Sales and Marketing, the primary responsibility of the role is to support the sales and marketing business to business lead generation function. Our Inside Sales Executive will be responsible for contacting potential customers via telephone to talk to them about our products.</p>	
<p><b>KEY RESPONSIBILITIES AND ACCOUNTABILITIES</b></p> <p>The successful candidate will have responsibility for generating leads within the Healthcare sector. This will include warm calling, drawing on previous call notes and information, obtaining information on current solutions used and contract review dates. This will enable the telemarketer to develop a calling schedule, to include booking call backs. You will be responsible for nurturing all prospects and converting to a live opportunity for the sales team to progress. The role requires a close working relationship to be developed with the sales and marketing team to ensure smooth handover and acceptance of leads.</p> <p>To support prospecting and customer campaigns, follow up calls will be required which will include:</p> <ul style="list-style-type: none"> <li>• New business campaign follow-up calls</li> <li>• Scheduled call backs and prospect nurturing</li> <li>• An element of data cleanse work and housekeeping while working throughout the campaign. Admin and updates will need to be made directly into the CRM system</li> <li>• Ownership of CRM records using Hubspot including lead reporting</li> </ul> <p>Processes will also need to be followed to ensure that call backs and appointments are booked in an appropriate time frame, these processes need constant review, and the ideal candidate should be comfortable with refining and assessing these processes regularly to ensure that additional efficiencies can be found.</p>	

Other duties may be required to be conducted to support the sales and marketing teams such as attendance at demos or conferences and events.

### **SKILLS & PRE-REQUISITS**

- Previous use of a CRM systems, preferably Hubspot.
- Understanding of Business-to-Business pipeline creation and associated reporting.
- Excellent understanding of Microsoft Office (Word/Outlook/Excel).
- Driver's licence and access to a vehicle for occasional business travel and attendance at meetings, conferences and representing CLEO Systems at exhibitions.
- Excellent telephone etiquette.
- Target and results driven.
- Enthusiastic and positive approach.
- Calm and professional under pressure.
- Excellent brand ambassador.
- Comfortable to work independently and as part of a team.
- Eager to learn and absorb information about our products and the sectors they are used in.

### **COMMUNICATION AND KEY WORKING RELATIONSHIPS**

The post holder must be able to demonstrate excellent communication and interpersonal skills at all times and build and maintain good working relationships with all stakeholders.

### **ENVIRONMENT**

CLEO Systems is a subsidiary of healthcare provider IC24, which has been developing IT systems for around 30 years for its own use. CLEO Systems started offering these and other new systems into the marketplace in 2019 as a 'challenger' to more established larger systems suppliers – and after 9 months or so, the market is welcoming its innovation and CLEO Systems has already broken-even from a financial perspective.

The parent company IC24 is a major not-for-profit Social Enterprise providing innovative primary care services within the NHS and designed to deliver quality and affordability. IC24 is solutions-focused, providing a comprehensive portfolio of services aimed at improving access and reducing the demand on secondary care services by helping to avoid unnecessary admissions and facilitating early discharge.

Going forward, the company is committed to supporting and enabling better integration between health and social care and more effective alliances between partners from different sectors as essential to delivering seamless services. IC24 has considerable experience of working in complex, demographically challenged environments and the Board is keen for the organisation to be proactive in improving standards of care and patient safety, while

delivering value for money too in the health economies it which it operates. Critical to this is building strong professional relationships and alliances with third parties; working with them in a way that maximises the benefits of their involvement.

## **HEALTH AND SAFETY**

The post holder will be required to comply with the duties placed on employees of CLEO Systems as set out in the Health and Safety at Work Policy and related procedures. The post holder has a legal obligation to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law and following recognised codes of practice.

### All Colleagues

You have a duty to take care of your own health and safety and that of others who may be affected by your actions at work. You must cooperate with managers and other colleagues to help everyone meet their legal requirements under health and safety law, and not to interfere with or misuse anything that's been provided for your health, safety, or welfare.

### Managers

You must ensure you know and understand your responsibilities as defined in our health & safety policies and associated guidance documents. You must identify and assess any risks to people, property, or the environment and ensure all colleagues you have responsibility for, are aware of all our health and safety policies, understand issues arising from risk assessments, site inspections etc. and deal with any associated concerns. You must ensure that all accidents or incidents involving colleagues within your responsibility, are properly reported, and investigated and that regular inspections are undertaken and recorded to eliminate potential hazards and minimise risks.

### Directors

You must ensure that all colleagues and teams within your region and/or department(s), effectively manage health and safety in line with all our health & safety policies and guidance documents.

## **EQUALITY AND DIVERSITY**

CLEO Systems and IC24 have a Diversity and Inclusion Policy to ensure that no job applicant or employee is discriminated against either directly or indirectly on the grounds of disability, marital status, sex, race, colour, nationality, ethnic or national origin, sexual orientation, age, religion or political opinion, whilst attracting talented recruits and retaining experienced employees.

We are committed to promoting equal opportunities and diversity and will keep under review its policies, procedures and practices to ensure that, in addition, all users of its services are treated according to their needs.

## **INFORMATION GOVERNANCE**

Information is vitally important for the safe clinical management of patient care and the efficient administration of services and resources, including our workforce. Information Governance is a framework to enable CLEO Systems and IC24 to handle personal and corporate information appropriately.

It is the responsibility of our entire workforce, regardless of employment status, to ensure they abide by the requirements of Information Governance as set out in the Data Security & Protection Policy.

## **SAFEGUARDING CHILDREN AND VULNERABLE ADULTS**

We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All colleagues and volunteers are therefore expected to behave in such a way that supports this commitment. You will be responsible for safeguarding the interests of children and adults who you come into contact during your work. To fulfil these duties, you will be required to attend training and development to recognise the signs and symptoms of abuse or individuals at risk, to follow local and national policy relating to safeguarding practice and to report and act on concerns you may have appropriately.

## **DISCLOSURE AND BARRING SERVICE CHECKS**

CLEO Systems and IC24 will require a DBS check for appropriate roles which is a mandatory requirement and a condition of the employment offer.

All posts are assessed on their eligibility for the post holder to be required to undertake a DBS check. For posts that have been assessed as exempt from the provisions of the Rehabilitation of Offenders Act 1974, CLEO Systems and IC24 will require the post holder to undertake an enhanced DBS check with barred list checks. For posts that have been assessed as being in a position of trust, CLEO Systems and IC24 will require the post holder to undertake a basic DBS check.

This post has been assessed as requiring a basic DBS check.

## **REHABILITATION OF OFFENDERS ACT 1974**

Some posts have been assessed as being exempt from the provisions of the Rehabilitation of Offenders Act 1974 and in these cases CLEO Systems and IC24 will require the post holder to disclose all convictions, whether spent or unspent.

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### **PERFORMANCE AND DEVELOPMENT REVIEW**

This job description will be used as a basis for conducting an individual Performance and Development Review between the post holder and the manager.

### **VARIATIONS**

This job description describes the main purpose and key responsibilities and accountabilities of the post. The post holder may be required to undertake any additional duties or responsibilities as may reasonably be required.

This job description is a guide to the nature and main duties of the post as they currently exist, but it is not intended as a wholly comprehensive or permanent schedule and it is not part of the contract of employment.

To reflect changing needs and priorities, some elements of this post may be subject to change and where required, any appropriate communication or consultation with the post holder will be undertaken prior to making any changes.

**PERSON SPECIFICATION**

Requirements	Essential	Desirable	How identified
<b>Qualifications</b>	Degree level qualification or equivalent level of relevant experience		Application/ Certificates
<b>Experience &amp; Training</b>	<p>Excellent communication and interpersonal skills</p> <p>Excellent knowledge &amp; experience of using a CRM system to drive the sales funnel and record contact records</p> <p>Experience of working in a complex fast-paced environment with demonstrable ability to prioritise, ideally Hubspot</p> <p>Passionate about delivering a good customer experience to build a lasting customer relationship</p> <p>Commercially aware</p>	<p>Have a high sense of accountability for own workflow and progress</p> <p>Knowledge of the UK healthcare market</p> <p>Understanding of how a growing software business operates</p>	Application/ Interview
<b>General</b>	<p>Friendly and helpful manner with the ability and able to consume marketing campaigns and product information to effectively carry out telemarketing activities</p> <p>High levels of self-confidence, self-knowledge and awareness</p> <p>Ability to be flexible and to adapt to ambiguous, changing and challenging circumstances</p> <p>Ability to establish good working relationships with people at all levels</p>		Application/ Interview

Requirements	Essential	Desirable	How identified
	<p>Emotional resilience and effective stress management</p> <p>Understanding of Business-to-Business pipeline creation and associated reporting</p> <p>Excellent understanding of Microsoft Office (Word/Outlook/Excel)</p> <p>Driver's licence and access to a vehicle for occasional business travel and attendance at meetings, conferences and representing CLEO Systems at exhibitions</p> <p>Calm and professional under pressure</p> <p>Excellent brand ambassador</p> <p>Comfortable to work independently and as part of a team</p> <p>Eager to learn and absorb information about our products and the sectors they are used in</p>		