

A light green map of South East England is centered on the page. Overlaid on the map are five overlapping triangles in blue, yellow, green, pink, and dark green, which are the same colors as the LIVE BORDERS logo. The triangles are arranged in a row across the top of the map, with some overlapping each other.

Recruitment Pack for

Sales & Business Development Officer

Hours: 37 hours per week
Location: Live Borders, HQ
Closing Date: Monday 5th August 2024
Job Ref No: 0817
Salary: Grade 7 £15.32 to £16.56
£29,556.62 to £31,948.94

This pack includes details about our organisation to assist you with your application:

- Introduction to Live Borders
- Our Strategic Vision
- Our Values
- Job Description and Person Specification
- Conditions of Employment

More information can be found on our website www.liveborders.org.uk

If you would like to apply for this post, all you need to do is click [here!](#)

The selection process can include different forms of assessment along with a formal interview. You will be advised of this if your application is successful.

If you have a disability and need assistance in completing your application form, please contact our People team recruitment@liveborders.org.uk to discuss your needs or request a call back.

We look forward to receiving your completed application.



Introduction to Live Borders

Live Borders is the sport, leisure and culture trust for the Scottish Borders – this means we are a charity. Our aim is for everyone living, working and visiting the Borders to be **healthier, happier and stronger**.

Live Borders is governed and led by a Board of Trustees who set the strategic direction and monitors performance of the organisation.

Our Strategic Vision

Vision: Everyone living in, working in, and visiting the Borders to be healthier, happier and stronger.

Mission: We use our energy, enthusiasm and knowledge to support more people to experience more, learn more, and move more.

Strategic Goals:

- Expand levels of participation
- Grow our earned income
- Develop new funding streams
- Build on our reputation for great customer service
- Create a sustainable charity
- Nurture our people to be proud of what they do

Our Values

At the heart of Live Borders is our commitment to improve lives through physical activity, sport and culture. We use our energy, enthusiasm and knowledge to support people to experience more, learn more and move more.

Our Values underpin all that we do: [Live Borders Values](#)

Every penny spent with us is reinvested into supporting active, creative and healthy communities.

The executive team led by the CEO provide the strategic lead on the management and development of Live Borders to ensure we are a sustainable, dynamic and flexible organisation fit for the future and that meets our stated outcomes.

JOB DESCRIPTION AND PERSON SPECIFICATION

Post Title:	Sales & Business development officer
Directorate:	Commercial Services
Reporting to:	Head of Commercial

Job Purpose:

Working with the Head of Service (Commercial) to develop & implement the company commercial sales strategy.

Working towards achieving set sales targets and delivering company growth.
To monitor, analyse & report on company performance.

Responsibilities:

1. Coordinate & lead sales activities to drive successful business growth.
2. Support creation of sales campaigns and products.
3. Plan & implement sales campaigns and scheduling, ensuring a close relationship with the marketing team.
4. Produce outbound sales activity approaching customers to generate leads, with follow up and conversion of sales into financial transactions.
5. Embed an enquiries & sales culture with effective processes for conversion to sales. Collaboration with facility and HQ teams to ensure standards are met.
6. Respond to specific calls/enquiries and resolve customer queries with effective communication.
7. Build Corporate partnerships & sponsorship/advertising to generate revenue.
8. Ensure all facility & digital sales collateral is up to date and relevant for company.
9. Analyse & report on customer usage data/intelligence and use to influence decision making with engagement & future sales activity.
10. Reporting of sales campaign results, ensuring good database management.
11. Lead on customer engagement/sales training of any new staff to organisation.

12. Work closely with Head of service(s) to deliver corporate strategic work plans and develop site specific unit engagement & sales plans to maximise revenue growth & retention.
13. Work closely with Area Managers, Duty Managers and facility fitness teams to ensure maximum levels of participation and achieving set KPI's within unit plans.
14. Be an integral part of the functional team to drive business growth & participation and work closely with other departments.
15. Assist & contribute to the development of new products.
16. Keep up to date with latest trends and recommend new products & campaigns for progression.
17. Represent Live Borders internally and externally e.g. at networking events, meetings, conferences and exhibitions to enhance and strengthen the Live Borders profile.

18. Be aware of practices in other Trusts and within the industry and adopt best working practices wherever relevant, recommending and presenting business cases
19. Ensure that services are delivered with a customer focused ethos
20. Comply with all Live Borders policies and procedures.
21. Promote equal opportunities in service delivery
22. As an employee you must take reasonable care for the health and safety of yourself, other employees and anyone else who may be affected by your work activities carried out. Employees shall work in accordance with policies, procedures, information, instructions and / or training received
23. This job description is indicative of the nature and level of responsibility associated with the job. It is not exhaustive and there may be a requirement to undertake such other duties as may be required to meet the needs of the Service or Live Borders

This role may involve some travel between Live Borders facilities. The post holder will therefore be preferred to hold a full, valid driving license and have access to a car. (Pool cars may also be available so access to own car not essential)

Person Specification

EDUCATION			
Essential	Assessed by	Desirable	Assessed by
SVQ level 3 or above	App	A formal qualification or training in sales	App
EXPERIENCE		EXPERIENCE	
Essential	Assessed by	Desirable	Assessed by

Minimum of 3 years sales experience with a track record of success.	App	Demonstratable experience of delivering innovation & business development	App
Experience of implementing & delivering training	App		
Experience of interpreting data & financial information to inform decisions	App/Int	Ability to interpret data, make recommendations for improvement and present information	
SKILLS AND KNOWLEDGE			
Essential	Assessed by	Desirable	Assessed by

Ability to work with Leisure Centre Management Team and staff to jointly deliver quality output to enhance business performance	Int	Knowledge of marketing & promotion	
Well developed organisational skills	Ref	Ability to work in a fast paced ever changing environment	
Excellent analytical & problem solving skills	App/Int	Ability to set up and maintain sound systems and procedures for analysing data & reporting	
Strong communication skills both written and oral	Int		
IT Literate – Microsoft Office, Word, Powerpoint etc Gladstone or equivalent (Leisure Management System)	Int		
PERSONAL ATTRIBUTES			
Essential	Assessed by	Desirable	Assessed by
Ability to work largely unsupervised and to use initiative to create positive results	Ref	A strong interest in sport and recreation	
Strong business accumen	Int		
Results driven	Ref		

KEY

App – Application;

Int – Interview; **Ref** – Reference;

Test – Test

SUMMARY OF CONDITIONS OF SERVICE

- Location:** **Live Borders HQ, Newtown St Boswells** (colleagues may be required to work at any Live Borders site during their career with us).
- Hours of Work:** **37** hours per week worked as agreed with line manager
- Payment Method:** Paid monthly on the last banking day of each month.
- Annual Leave:** Up to 2 years' service = 30 days (pro-rata for part time)
Increases by an extra day after completion of two years' service by commencement of the leave year. An additional day accrued for each completed year of service up to max of 5 additional days.
- Public Holidays:** 4 designated public holidays per year (pro-rata for part time)
- Notice Period:** 4 weeks, as detailed in any offer of employment
- Pension:** Option to join Group Personal Pension; employee contribution from 5% with the option to join the Local Government Pension Scheme after 5 years' service.
- Equal Opportunities:** Live Borders is an Equal Opportunities Employer and considers applicants on their suitability for the post regardless of sex, race, religion, disability or sexual orientation.
- Sickness Allowance:** Employees with less than 6 months' service get Statutory Sick Pay (SSP) only. Occupational Sick Pay is available to employees with more than 6 months' service (when the sickness commences) and starts from 5 weeks' full pay/ 5 weeks half pay and increases to a maximum of 26 weeks' full pay/ 26 weeks half pay after 5 years' service.

- Presentation:** Live Borders has strict standards of presentation; which staff are required to comply with. Uniforms are provided for the majority of posts where provided these must be kept clean and well presented. Where a uniform is not provided appropriate business dress is expected.
- Other Benefits:** Free access to all our sports facilities
Cycle To Work Scheme
Access to ASVA
Healthy Extras – includes retail discounts and access to health and wellbeing services

INFORMATION FOR ALL JOB APPLICANTS

Evidence of Right to Work in the United Kingdom

As a result of the Asylum and Immigration Act 1996, Live Borders requires every employee to provide evidence of eligibility to work in the UK. This will be required from the successful candidate prior to the appointment being made. Please do not send documentation at this stage. There are a number of specified documents which you could provide, some of which are list below. Only one is required:

1. A passport describing the holder as a British Citizen
2. A passport containing a Certificate of Entitlement issued by, or on behalf of the Government of the United Kingdom, certifying that the holder has the right of abode in the UK.
3. A passport or national identity card issued by a State which is a party to the European Area Agreement and which described the hold as a national of that state.
4. A registration card which indicates that the holder is entitled to take employment in the UK
5. A birth certificate issued in the United Kingdom or in the Republic of Ireland, with documentary evidence of their National Insurance Number.
6. A certificate of registration or naturalisation as a British citizen, with documentary evidence of the National Insurance Number.

Disclosure Scotland

The successful candidate will be subject to a Protecting Vulnerable Group registration to become a member of the Disclosure Scotland PVG Scheme, if this a requirement of the post. The cost of this registration will be met by Live Borders.



Live Borders

For more information about Live Borders please visit our website
www.liveborders.org.uk

Please contact our People Team on
recruitment@liveborders.org.uk if you require any other
information about working for Live Borders.

