
Job Description

Role title: Membership Sales and Development Executive – Hampshire Fare CIC, The County's Local Food, Drink and Craft Group

Role Purpose: This is a sales role requiring an experienced sales person to develop and maintain our existing membership base. You will be identifying areas for partnerships and sponsorship opportunities for the group. You will be an integral part of a vibrant local food and drink group that is been established since 1991

Hours of work: 37 hours per week

Leave entitlement: 24 days per annum. Excludes Bank Holidays

Salary: O.T.E circa 25K

Position within organisation:

Membership Sales

To actively canvass potential members by telephone, email and some face to face to grow membership against agreed targets

To develop new features and commercial opportunities

To source and develop sales leads across the sectors of membership

To upsell advertising within the titles produced by the group, The Local Produce Guide and Hampshire Food Festival

Membership Development

To liaise with members to identify PR opportunities

To contact members to establish current issues that are affecting their businesses and pass this information on to other members of the team

To upload content from Members onto the Hampshire Fare website

To retain existing members keeping up to date with renewal times

Events

To diary a year of suitable venues for members monthly network meetings within the group liaising with the Commercial Manager on suitability.

Membership Support and Promotional Literature

To develop and keep up to date literature both printed and electronic that explains the benefits of membership of Hampshire Fare.

Working conditions: Regular use of IT equipment; occasional lifting and movement of promotional and display material for events; occasional evening and weekend working for which time in lieu can be taken. Opportunities for on-going training and

personal development will be encouraged where appropriate. Expenses for mileage travel to events will be covered.

Overview

This is a vital role reporting directly to the Commercial Manager of Hampshire Fare. The successful candidate will be responsible for ensuring the successful growth of Hampshire Fare membership and the retention of members.

This role demands an enthusiastic, creative, flexible, driven, well presented and proactive individual with well-developed sales skills and the ability to thrive in a sales-oriented environment.

The post-holder will be required to work daily from the Hampshire Fare office in Rownhams House near Romsey. Free car parking is available at the office.

Person specification:

This opportunity is perfect if you are:

- Ambitious and enthusiastic.
- Strong under pressure.
- Articulate and a people person.
- Brimming with ideas and creativity.
- Positive and a go-getter.
- Have a passion for helping businesses grow
- Ideally have a passion for the food and drink industry

Skills, knowledge & aptitude

To have excellent communication skills, both written and verbal, and be able to liaise confidently and sensitively with a wide range of contacts.

To be a self-motivated sales professional

A proven track record of achieving sales targets in a result orientated environment.

Must have relevant IT skills ideally including the use of social media platforms

Must be capable of delivering sales presentations.

Must be highly efficient with the ability to work on their own initiative & within a Team

Must be willing to adapt the role and take on additional responsibilities where necessary.

Comfortable with very occasional public speaking where there is a need

Experience:

Minimum 2 years' relevant experience in sales and/ or membership sales environment.

Knowledge of the food and drink industry would be advantageous

Marketing diploma or relevant experience in digital marketing and print

Qualifications, education & training:

It is essential that the post-holder is well educated ideally with experience in a related field.

Interested in Sales and Business. Evidence of continuing professional development and education is desirable.

Clean driving Licence essential and own car essential as you will be expected to visit existing members and prospective members where necessary.

Job Type: Full Time (Flexible hours would be considered for the right applicant.)



Closing Date: 31st October 2019

CV and Covering Letter by email or post to Tracy Nash, Commercial Manager Hampshire Fare,
Rownhams House, Rownhams, Southampton, SO16 8LS

applications@hampshirefare.co.uk