

# Job Description

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## Family Liaison Manager

# Job Description

<b>Position</b>	<b>Family Liaison Manager (FLM)</b>
<b>Reporting to</b>	<b>Head Of Marketing &amp; Sales (HoMS)</b>
	<b>London &amp; Kent Care Homes* Northbourne Court/Amherst Court (Chatham) Riverdale Court</b>  <b>*subject to change according to the needs of Avante and care homes sales performance from time to time.</b>
<b>Responsible for (*)</b>	<b>Avante Care &amp; Supports care home locations.</b> <b>Mid Kent &amp; London Care Homes – Barnes Lodge, Pilgrims View, Northbourne Court , Parkview ,Riverdale Court , Weybourne &amp; Puddingstone Grange.</b> <b>East Kent Care Homes - Amherst Court , Chaucer House , Bridge Haven ,Court Regis.</b>
<b>Job Context</b>	To support sales and marketing activity driving occupancy at the London care homes with a strong focus on attracting and converting self-funders.
<b>Job Location (*)</b>	Northbourne Court, Sidcup, DA15 7NU / Riverdale Court DA16 3BU/Amherst Court ME4 6LU
<b>Job Summary</b>	The candidate will ensure that all leads are recorded & managed in the cold-harbour CRM. This is a hybrid sales and marketing role and the post holder will be required to work on basic marketing projects from time to time as directed by the HoMS

## Main Responsibilities:

### Driving Home Occupancy

- Ensure that sales targets and budgeted vacancies/self-funder targets are met
- Fill the home with suitable residents based on the needs of the home at any particular time
- Update Cold-harbour (CRM) on an ongoing basis & produce daily/weekly/monthly reports
- Ensure all property issues that may affect future occupancy are reported and followed up
- Assist in answering all general sales and marketing enquiries from colleagues and customers including brochure requests, internet enquiries and other channels.
- Conduct all home tours & ensure that the showroom/(s) are maintained in perfect condition
- Work with operations to ensure assessments are completed in a timely manner
- Acquire information and collate responses and data from customers as required, including chasing up outstanding lead information.
- Manage and keep up to date the information on the pipeline of potential residents, and when they are likely to become residents, in order to maximise revenue and meet sales targets.
- Develop new contacts, and maintain regular and close contacts with all key care contacts
- Identify new sales opportunities and ensure that, where possible, these come to completion.
- Ensure tours diaries are managed and calls are diverted to other FLM's when on tours

### Local Activity Marketing

- As required deliver tactical marketing activity in the home
- Capture any content in the home/(s) that will help support marketing activities
- Ensure all sales & marketing activity adheres to brand guideline standards
- Co-ordinate input from all team members across operations, sales, and marketing
- Support the home with external business development helping raise awareness of the home at a local level
- Assist at sales and marketing events with special emphasis on preparation for and co-ordination of all sales events and exhibitions.

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- Assist with producing in-house marketing brochures including managing small print and artwork jobs such as postcards, stickers and adverts working in conjunction with the marketing team
- Identify new sales opportunities and ensure that, where possible, these come to completion.
- Approve documents and edit and materials using workflow copy management tools to make amends

## Reporting & Analysis

- Produce reports and occupancy forecasts
- Competitor shopping & pricing reporting
- Ensure GDPR legislation compliance for all sales and marketing activity
- Flexibility in covering the Sales & Marketing office over seven days, including weekends and evening hours as and when required.
- Producing PowerPoint presentations to summarise sales activity & projects
- Document the sales process and customer journey process updating when required

## Other

- The FLM will comply with the HR policies and procedures. Attend initial and update mandatory training as required.
- Actively engage in personal professional supervision including quarterly one-to-one meetings and a yearly performance review, ensuring personal professional knowledge and competency is maintained.
- Experience of promoting and organising marketing events
- Experience in working with NHS / CCG preferable
- Business development experience would be advantageous

### Please note

*From time to time your manager may ask you to undertake reasonable tasks not stated within this role profile but commensurate with your position. Avante Care & Support also reserves the right to review and update this profile to reflect the changing needs of the job. However, any significant changes will be discussed in consultation with you.*

## Person Specifications

	Essential	Desirable
Education	<ul style="list-style-type: none"> <li>• English and Maths at GCSE / CSE O level (C or above)</li> <li>• Maths at higher than GCSE</li> </ul>	Knowledge of statistical forecasting & reporting advantageous Business related degree
Experience	<ul style="list-style-type: none"> <li>• Sales experience in care/healthcare sector</li> <li>• Experience of business development</li> <li>• Exposure to working in conjunction with marketing function</li> <li>• Cross functional working</li> <li>• Negotiation skills</li> <li>• Managing and leading meetings</li> <li>• International experience / managing and communicating cross culturally</li> </ul>	Experience of managing Project management experience

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Skills/ Competencies	<ul style="list-style-type: none"> <li>• Communication</li> <li>• Managing Information</li> <li>• Able to demonstrate a customer service attitude</li> <li>• Listening / Empathetic</li> <li>• Managing challenging situations</li> </ul>	Able to lead others
Knowledge	<ul style="list-style-type: none"> <li>• Care home / social care sector</li> <li>• Understand the admissions process for local authority and self-funder residents</li> <li>• Local tactical marketing</li> <li>• Managing and reporting CRM sales data</li> </ul>	Developing marketing plans & campaigns PR experience
Qualities	<ul style="list-style-type: none"> <li>• Able to influence others</li> <li>• Team player</li> <li>• Able to understand contrasting priorities</li> <li>• Can be calm under challenge</li> </ul>	Experience of managing upwards

## Continuing Professional Development

Requirement	Example
Sales Courses	Industry courses
Marketing Courses	CIM