



## Job Advert: Sales Executive

February 2025

Are you an experienced Sales Executive seeking a fresh, exciting challenge? This is your chance to join a financially sound, long-established mutual organisation dedicated to supporting the health and well-being of its members in what is an exciting new chapter and growth phase for them.

**Company Name:** Gravesham Friendly

**Position:** Sales Executive

**Office Location:** Gravesham, Kent / Hybrid working

**Employment Type:** Employed Full-time, Permanent

**Reporting To:** CEO

**Package:** Competitive base salary and generous company benefits

### Purpose of the Role

We are seeking a dynamic and results-driven **Sales Executive** to join our team. This new role will work closely with the Chief Executive and wider Society team to drive growth, enhance sales strategies, and grow membership through targeted product sales.

In this key role, you will be responsible for developing and implementing a focused sales plan that supports our business objectives and delivers measurable results focused on Kent and its surrounding areas.

### What We're Looking For

We are looking for a motivated and experienced sales professional with a proven track record in delivering growth in a fast-paced regulated environment. You will excel at sales conversion, managing multiple projects, be highly organised, and thrive in a collaborative team setting.

### Key Responsibilities

- Develop and implement an annual sales and marketing plan to meet sales targets, increase brand awareness, support the Gravesham community and improve stakeholder engagement.
- Collaborate with the Head of Operations to design and report on annual KPIs, aligning with board and business planning.
- Support the enhancement of the organisation's marketing and brand strategies.
- Provide recommendations to stakeholders and suppliers for impactful marketing and communications initiatives.



- Lead the creation of compelling propositions and presentations to local groups to boost the organisation's profile and reputation.
- Build and optimise networks within the community and local SMEs to promote the brand, identify new opportunities and ultimately convert to sales.
- Oversee and support audience development activities, using insights and segmentation to grow engagement and members.
- Support the execution of digital and non-digital promotional activities that drive enquiries and sales, leading to sales conversion.
- Strengthen media relationships to increase positive media coverage.
- Develop a structured work plan with clear metrics (e.g., quality lead generation, conversions, sales and persistency) to meet membership sales targets. Quality sales that meet targets is the objective.
- Agree sales targets for current and future product offerings with the CEO and meet these on a consistent basis.
- Actively promote the value of membership through all communications and marketing efforts.
- Manage the sales and business development budget, monitoring and reporting monthly on income, expenditure, lapse rates and business quality.
- Analyse member claims ratios, adjust sales activities for risk management, and present data-led proposals to improve member acceptance criteria.

## **Person Specification**

### **Knowledge and Experience:**

- Professional qualification in marketing or communications (e.g., CIM/CIPR) or evidence of equivalent professional development and training.
- Solid sales and marketing experience, with a successful track record of conversion to sales in financial services or membership-based organisations.
- A strong track-record in direct sales, marketing and promotions across B2C and B2B channels, including multi-channel introducer and digital affinity networks.
- Experience of operating as a brand ambassador and building stakeholder networks through events, presentations, and meetings.
- Proven ability to develop, execute, and evaluate multi-channel strategies and campaigns that drive profile, engagement, and income growth.
- Comprehensive understanding of audience/customer segmentation, and practices for data-driven targeting and tailoring of communications.
- A proven track record in sales or business development with evidence of success.
- Non-advisory role

### **Why Join Us?**

This is a fantastic opportunity to play a pivotal role in the growth and success of a forward-thinking organisation. You will have the autonomy to shape marketing and



sales strategies while working within a supportive and collaborative environment. Preference is for a locally based person.

### **How to Apply**

If you're passionate about driving growth, building meaningful relationships, and delivering impactful results, we'd love to hear from you!

Email your CV to [careers@graveshamfriendly.co.uk](mailto:careers@graveshamfriendly.co.uk) with a short covering letter highlighting what you can bring to the role.

Thank you