



Sales Advisor – Schools & Groups

Candidate Information Pack

September - October 2017



A message from the Chief Executive

Thank you for showing an interest in this position.

UKSA continues to deliver fantastic outcomes across our two key areas of work – Sea.Change and Sea.Careers.

In 2017/18 we will celebrate our 30th anniversary, having provided our services to over 100,000 people, see us further enhancing our financial sustainability, by ensuring our training revenues drive sufficient surplus into the charity thus enabling us to continue to invest in our transformational Sea.Change activities, but also look to the future.

A new fundraising strategy has been developed to support our capital development plans. Some of this now relies on our key relationships with other charities who work with a similar demographic of young people. This partnership approach, which is favoured by funders, allows young people from these charities to visit UKSA for intensive programmes with the aim of helping them to break free from their existing lives and prepare them for other training and work. In addition we are actively seeking donations from individuals, Trusts and corporates who can help support our future sustainability. Since securing a grant for social investment in 2015/16, UKSA has been working towards becoming 'investment ready' for social finance which has allowed us to work with an external provider to build business plans to access social financing. This is integral to developing our capital plan as well as delivering more training to young people in need going forwards.

UKSA has recognised that in order for the charity to continue to develop and maintain its market position, investment is needed at its headquarters in Cowes. The way that UKSA's site is currently configured means there is a ceiling on the number of young people who can benefit from our programmes. Over the coming three years our large dormitory blocks will be replaced by modern, modular accommodation. This multimillion pound project will give us the flexibility to host more groups simultaneously, improving life-skills and offering career pathways to thousands more young people.

The necessary fundraising has commenced, with the aim to raise £3m to undertake the full refurbishment of the site. We intend to start building the new accommodation facility in the Autumn of 2018.

We have an exciting time ahead and we are looking for individuals who can be pro-active within a fast past and unique environment; who excel at being part of a team, thrive at solving problems and have a desire to be part of UKSA's future and in turn support young people who most need our help.

I look forward to your application.

Ben Willows
Chief Executive



About UKSA

We are a youth charity that uses the power of the sea to transform the lives of thousands of young people each year, from all around the UK. The charity was formed in 1987 by Noel and Sylvia Lister who wanted to educate and enrich the lives of young people, using their experience of the sea, including the infinite challenges and gifts it offers, and the power it holds to make change. Nearly thirty years on, this remarkable ethos remains at the heart of UKSA. Our activities fall into two areas:

Sea.Change

We provide life-changing opportunities to schools and groups, disadvantaged and disaffected young people who are not in education, employment or training (NEETs) and young offenders. A common theme for many of these individuals is the low expectation they have of themselves and we challenge them to transform and to create opportunities for themselves.

Sea.Careers

We are the world's largest provider of marine training, ranging from watersports instructor, through to training officers working on vessels up to 3,000 gross tonnes. This work cross-subsidises our 'Sea Change' activities.

We are proud of the large number of students who leave us to start their first jobs in the maritime industry, and go onto a lifetime of opportunity.

Application process

Please complete the application form and equality and diversity forms which are available on the website www.uksa.org/work-for-us and email it to recruitment@uksa.org

Closing date: Monday 9 October 2017

Date for interview/selection: Tuesday 17th October 2017 at UKSA, Cowes

Shortlisted applicants will be invited to attend a panel interview as part of the process.

Job Description and Person Specification	
Job Title:	Schools and Groups Advisor
Reporting to:	Schools and Groups Manager
People/Team Management:	N/A
Band:	B4
<p>Key Purpose:</p> <ul style="list-style-type: none"> • To achieve income and contribution targets by enabling beneficiaries and clients to achieve their goals • To advise potential clients on UKSA courses but specifically those related to Schools and Groups as directed by the Schools and Groups Manager • To ensure that all clients are equipped with the business case for choosing UKSA to achieve their goals • To understand and react to the revenue requirements of UKSA to secure bookings on Schools and Groups courses • To work with a flexible, creative and collaborative approach and have a clear focus on delivering personal and team income and contribution targets <p>The duties and responsibilities will include, but are not limited to:</p> <ul style="list-style-type: none"> • Maintaining an extensive knowledge of markets, their products and conditions. • Advising and liaising with beneficiaries and clients on course options that are relevant to their goals • Securing course bookings to meet personal and team revenue targets • Building and cultivating a healthy pipeline of potential future business as a result of sales activity • Responding to incoming sales leads and converting leads to tangible business • Liaison with key accounts • Liaising with the operations staff on course options and viability • Maintaining productive working relationships with clients and beneficiaries to ensure appropriate customer focus and cultivate loyalty, referrals and repeat business • Maintaining all relevant course administration • Checking and maintaining course statistics • Responding to e-mail enquiries • Answering phones within the UKSA's 3 ring policy • All relevant sales administration • Participating in Open Days and sales events as required in order to meet potential clients and customers and drive bookings • Prepare for, and take full part in 1-1 reviews with manager. • Ensuring adherence to all policies and procedures and promoting the Vision, Purpose and Values of UKSA • Operate on a daily basis which demonstrates a duty to take care of your own health and safety and that of others who may be affected by your actions at work. • Co-operate with employers and co-workers to help everyone meet their legal requirements. 	
<p>Financial & Performance Management</p> <ul style="list-style-type: none"> • Ensure the delivery of effective performance management, financial control and budget management for areas of responsibility. • Support the preparation of annual budgets for income, expenditure, staffing and capital. 	

Health & Safety

- Demonstrate a duty of care of your own health and safety and that of other employees, co-workers, customers and other UKSA personnel to help everyone meet our share legal requirements.

Individual/Team Performance and Development (if not managing staff)

- Ensure adherence to all policies and procedures and promote the Vision, Purpose and Values of UKSA
- Understand your objectives and how these fit in with individual, team and business performance
- Take responsibility for your own performance and development by preparing for and take full part in 1-1 reviews and appraisals with your manager

General

- Comply with and promote UKSA equality and diversity, data protection and health & safety policies and procedures.
- Make a commitment to deliver excellent customer service.

This Job Description and Person Specification is not exhaustive and reasonable flexibility is expected to meet the changing needs of the business; it will be reviewed and may be updated from time to time in conjunction with the post holder.

Person Specification

Essential Qualifications/Experience

- Strong sales background and experience of delivering to targets
- IT literate with good knowledge of Microsoft Office and CRM/data management systems for data input and interrogation
- Previous experience of Salesforce (CRM) an advantage but not essential as training will be given
- Excellent written English and strong administration skills
- Numerate, with a high level of attention to detail and accuracy
- Ideally have an understanding of the schools and groups market however full training will be given for the right candidate.
- Ideally have an understanding of the various RYA courses and qualifications along with some experience of watersports and/or yachting, however full training will be given for the right candidate.

Personal Attributes:

- Professional outlook with excellent relationship skills
- Open, friendly nature with good telephone and on-line manner
- Highly organised with strong motivation to deliver to the highest standards
- Excellent communication skills; able to engage at all levels in the organisation
- Strong customer focus and desire to deliver the best outcomes for clients and beneficiaries
- Solution focused, with the confidence to identify and propose new initiatives
- A desire to be part of a close team and work collaboratively to achieve targets and goals; pro-actively supportive to colleagues to achieve a high standard of team performance
- Ability to work collaboratively, and cross-functionally
- Affinity with UKSA's vision and values

General Terms: Occasional evenings and weekends
Detailed Terms and Conditions issued separately

Schools & Group Advisor - Key terms and conditions

Salary	<p>£18,180 per annum</p> <p>Payable on 28th of each month</p>
Annual Leave	<p>25 days plus Bank Holidays</p> <p>The leave year runs from 1 December to 30 November.</p>
Working Hours	<p>40 hours per week</p> <p>Some flexibility in your hours will be required to include one Saturday every month for Open Days and occasional attendance at UKSA events to promote the UKSA brand and courses.</p>
Location	<p>This role is based at UKSA, Arctic Road, Cowes.</p>
Pension	<p>National Employment Savings Trust</p> <p>Employer contribution of 1%</p>
Sickness	<p>In the first three months of employment you are entitled to Statutory Sick Pay only, thereafter UKSA will pay up to 6 casual or "waiting" days in any rolling calendar year.</p>
Notice Period	<p>During the 6 month probationary period notice will be 1 week and after that 4 weeks is required.</p>
Probationary Period	<p>6 months</p>
Disclosure and Barring Service check	<p>Enhanced DBS check required</p>



We are UKSA
This is how we work

Staff code of conduct: We are one team – collaboration across departments and functions is critical to the success of our organisation and the excellent care and quality of delivery to our clients. Professionalism should flow through everything we do and customer care should be our priority; Professional presentation of staff, site, delivery and service is at the heart of all we do.

Our clients see everything we do

Respect and support your colleagues – “that’s not my job” doesn’t exist at UKSA

Our organisation expects us to support each other and work together. Our values support this:

- Challenge, have fun and smile
- We take care of ourselves, those around us and this place
- Be part of who we are and help others do the same
- Tell the truth, hear the truth, act truthfully
- ‘If not you, who? If not now, when?’

UKSA Dress code

- Staff must adhere to our dress code at all times
- Front of house, maintenance, housekeeping, instructors and lecturers will wear branded uniform
- Smart office wear is expected for all other staff
- Tailored shorts are acceptable in the summer
- Neat board shorts are acceptable for watersports instructors
- No flip flops for any staff.

Phones

- We have a phone policy – it is expected that all staff are aware of it and work within the policy
- Calls should be answered within 3 rings
- Everyone should take their own calls – **it maybe a customer**
- If messages are taken, caller information must be accurate and details should be emailed and passed on
- Employees must take ownership of their answerphone messages
- Personal mobile phones should not be used during working hours – unless it's agreed with your manager or a personal issue that is urgent
- Every office will have an overflow line

Email and letters

- Respond to all correspondence within 3 days
- If you cannot reply fully within that period, contact should be made confirming a realistic timeframe of when a response will be made (maximum of 10 working days)
- Only CC someone into an email if necessary and note that the copied individual/s do not need to action anything
- Conversations should not be taking place over email; email should primarily be used to pass over information – if a discussion is required, face to face or phone communication is preferable
- Email is not there make a record and collect evidence of someone not doing something
- All staff should use the UKSA standard out of office message when not in the office
- Respond to all meeting requests and where possible, meetings should not to be scheduled in over lunch time.
- Where possible, planned meetings / 1-1's should not be cancelled at short notice without prior discussion

Complaints

- Acknowledge the complaint within 24 hours and provide a timeframe for a full response if unable to provide one immediately
- Provide a full response within 10 working days
- Extend the timeframe only where absolutely necessary and an explanation for the delay should be provided
- If you are the person a complaint is raised with then it is incumbent on you to ensure the complaint is resolved to a conclusion

Work Stations

- Free tea and coffee will be provided to all staff in the Lister Kitchen
- A microwave can be used by all staff in the Lister Kitchen
- Hot food is not to be consumed at desks
- There should be no refreshment areas in offices
- Desks / work stations should be left tidy and organised at the end of each day
- Office cleaning standards will be upheld

Smoking

- Staff are only able to smoke in the designated smoking area on site
- Staff are not allowed to smoke outside the front gates and in front of Victory. Staff are expected to ask students not to do this
- There is no smoking on yachts when alongside in marinas (anywhere)
- Staff are not permitted to smoke when out on corporate sailing days

Site, Classrooms & Accommodation

- The rear car park area behind the swimming pool needs to be kept tidy, and available for groups parking when required – it is not used to store staff personal boats, or equipment

- **All staff** are expected to adhere to the lecture room user guide – **all staff** must support this by leaving rooms to the correct standard and layout; it's everyone's responsibility
- If a piece of equipment is left / found in the wrong place then return it to its correct location
- Evening duty staff will set the rooms up and site appropriately for the following day
- Site and fleet workshops must be kept clean, safe and tidy at all times

Timelines and objectives

- Completing work on time is vital for success – timelines for completion of work / projects must always be agreed. If these cannot be met it is not acceptable to let them go past the agreed deadline without prior agreement
- All staff are expected to work within the UKSA objective framework and ensure this is updated and agreed with your manager

Our Clients

- Meeting and greeting our clients is critically important – All staff are expected to make our clients feel welcomed and cared for at all times
- Say good bye! Showing our clients that we care and we want them to come back to us is very important; we must always say goodbye and please come again.

