



Sales & Relationships Lead

<p>Role</p>	<p>We're looking for someone to drive sales of our digital inclusion and Digital Champions e-learning and support services, predominantly in the public and Third Sector. This new hire will work closely with Emma our CEO, consolidate and extend our reputation and contribute to building and maintaining a network of contacts and clients.</p> <p>This is a B2B role that focuses on sales to organisations of our two main e-learning products, Inspire https://www.digitalinspire.co.uk/ and the Digital Champions Network https://www.digitalchampionsnetwork.com/</p> <p>We want an all-rounder who can take potential clients through the entire sales journey, tailoring learning solutions for the client using one or both of Digital Unite's online products. This person should be able to identify opportunity, make contacts, form strong relationships and generate leads.</p> <p>You need an interest in social change and inclusion; to bring a creative mindset to the sales and engagement process; to be tenacious, efficient and ambitious in your approach to the role.</p>
<p>Background</p>	<p>Digital Unite is a small, dynamic and expert team committed to driving digital inclusion. We help organisations deliver digital inclusion upskilling across and within their own organisations and to develop their own Digital Champions programmes, using our learning products.</p> <p>Our public and Third Sector clients include local authorities, housing associations and third sector organisations, ranging from national bodies to hyper-local community groups. (We also work with large corporations looking to deliver CSR digital inclusion programmes but that's not the focus of this role).</p> <p>COVID and the cost-of-living crisis has reinforced the importance of digital skills and inclusion, so there are a whole range of new possibilities opening up in the sector. We have recently updated both our e-learning platforms, so we have a new suite of tools and content for new and existing clients.</p>
<p>Type of contract</p>	<p>Self-employed. 6 month contract with the option for extension thereafter. We would consider this as PAYE position if that was preferable.</p>
<p>Hours</p>	<p>Part-time: 20 hours a week over at least 4 days of the week, predominantly within normal office hours (9am – 5.30pm)</p> <p>We can agree the hours that work for you at the point of offer.</p> <p>The DU team all work from home.</p>
<p>Where the role sits</p>	<p>Sales & Marketing</p>
<p>Role reports to and responsible to</p>	<p>CEO</p>

<p>Key areas of responsibility and activities</p>	<p>RESEARCH & NETWORK</p> <ul style="list-style-type: none"> • Understand our audience’s needs and priorities. Maintain an ongoing grasp of industry trends and understand what drives sales. • Build on existing networks and create new ones to finding contacts within the third/ public sector. • Build strong relationships across these sectors and convert these into leads and sales. • Understand our products and services. Be clear on the benefits for different kinds of organisations and where our market is. • Understand where DU sits in the digital inclusion landscape. <p>MARKETING</p> <ul style="list-style-type: none"> • Work with the Marketing and Project Management Lead to ensure our comms are reaching the right people on the right channels. • Collaborate to create valuable content and resources like White Papers and roundtables. • Understand the key points in the sales journey and ensure we have the right information/ tools to hand (eg: free trials/ planning tools) • Represent DU at events and talks. Present/chair where appropriate. • Run regular virtual demos of our products (every month or six weeks) • Record, monitor and evaluate activity. <p>TAILOR:</p> <ul style="list-style-type: none"> • Understand potential new members project, goals and budget and tailor offers within agreed parameters. • Identify up selling opportunities (eg: content creation or project support). <p>NUDGE:</p> <ul style="list-style-type: none"> • Regular, routine follow-ups leads. • Understand issues and barriers to membership. Provide solutions. • Where organisations choose not to join try to elicit what other route they have chosen and why. <p>REVIEW:</p> <ul style="list-style-type: none"> • Report monthly and quarterly to the CEO. Learn, amend and improve. • Work with the CEO to ensure we’re offering the right product at the right price
<p>KPIs</p>	<p>To be agreed at the start of the job.</p>

<p>Essential requirements</p>	<p>At least 3 years' experience in B2B Sales or in a similar role.</p> <p>A proven track generating leads and converting these into sales.</p> <p>Knowledge of/ contacts in public and third sector and the challenges they face. Ideally you know, both, but at least one if not.</p> <p>Excellent, persuasive communication skills and confidence talking in public.</p> <p>Curiosity about the issues of digital inclusion and its relationship to financial and social exclusion.</p> <p>Analytical about our audience and imaginative about how we reach and support them.</p> <p>Experience working closely with marketing as they create content that speaks to relevant audiences.</p> <p>Good knowledge of Microsoft Office suite including PowerPoint</p> <p>Familiar and confident with online collaboration tools and how to make them work in practice e.g. Teams, Dropbox, Smartsheet, Skype/Zoom.</p>
<p>Essential person specification</p>	<p>We're looking someone who is:</p> <p>Hard working, organised and driven: you need to be proactive and tenacious and able to take initiative.</p> <p>A track record of networking and relationship building.</p> <p>Resilient and persistent with a good sales record.</p> <p>Happy speaking and presenting in public and virtually. Cheerful and enthusiastic as a public face of DU.</p> <p>Pragmatic, adaptable and committed to making a difference.</p>
<p>Working with our team</p>	<p>We're a small, remote team. To enjoy working with us you need to be:</p> <p>Good at communicating and collaborating – which takes a little extra effort remotely.</p> <p>Happy to work independently and manage your own time.</p> <p>Happy to work from home: have your own laptop and access to a fast internet connection (no equipment is provided).</p> <p>Available for face-to-face meetings with Emma and the core team, in Hampshire or London, at least once a month and probably once a week for the first two months.</p>
<p>Remuneration range</p>	<p>Rate of £225-£250 a day depending on experience.</p>
<p>Details</p>	<p>Please apply via our website.</p> <p>Applications close at 9am on the 22nd May, but may close earlier.</p> <p>Interviews will be online in late May/ early June. We will only notify those called for interview.</p> <p>We'd like you in post by end of June.</p>

We value inclusion and diversity. We want to recruit the best person for the job and welcome applications from people of all backgrounds. If you're interested in the job but not sure you fit the spec, please email du@digitalunite.com

NO AGENCIES PLEASE