

Role Title: Customer Retention Executive

Job Level	1b	Kornferry Function	
Directorate	Finance and Social Enterprise	Function/Service	Red Cross Training
Direct Reports	0	Indirect Reports	0

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. Our Leadership Framework along with our Values and Behaviours and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about [Equity, diversity and inclusion | British Red Cross](#) here.

Purpose	Ensure Red Cross Training remains a market leader in the provision of first aid training; selling courses and products to customers and nurturing relationships to encourage additional Sales.		
Budgetary responsibility/ accountability	N/A	Accountability for other resources	N/A
Key Responsibilities	Sales • Optimise outbound call and email opportunities by leveraging data-driven insights to personalise communication, enhance customer engagement, and proactively address customer requirements. • Engage potential customers in meaningful conversations to understand their needs, address any questions or concerns, and provide accurate information about our offerings. • Meet or exceed individual revenue targets and key performance indicators (KPIs) consistently. • Manage leads and workflows via a CRM database. • Work as a member of the sales team; undertaking any other duties within the overall scope of the post.		

	• Maintain a thorough understanding of our product/service offerings, pricing, and promotional activities to effectively address customer inquiries and objections. • Build and maintain strong customer relationships. • Keep accurate and detailed records of customer interactions, sales activities, and transactions in the company's Client Relationship Management (CRM) and Booking systems. • Collaborate with team members and sales managers to share feedback, insights, and best practices for continuous improvement. Service Delivery • Work as an effective problem solver, ensuring any issues are dealt with in a professional manner. • Deliver a professional service that builds trust with our customers. • Ensure high standards of customer service through the achievement of call and email quality targets. • Ensure databases instrumental to the completion of role responsibilities are maintained and up to date. • Support a variety of administration tasks that ensures customers receive a seamless service. Team Member • Support other team members. • Work and behave following all BRC policies and procedures. • Uphold the fundamental principles of the Red Cross and act with integrity, following the Society's values (inclusive, compassionate, courageous, and dynamic). • Develop and maintain colleague relationships via digital platforms to sustain our home and office hybrid way of working. • Manage adherence to work schedules whilst remaining considerate of colleague requirements. • Commit to personal training and development plans. The duties and responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.
Knowledge & Skills	Essential • Multi-Channel Communication - comfortable with phone and email communication. Understanding of etiquette and engagement.*

	• Customer Service Orientation – Ability to handle objections and resolve issues. Focus on customer satisfaction and retention.* • Proven ability to prioritise and manage work effectively in a fast-paced environment, to deliver on time and in full against specific objectives.* • Product/Service Understanding - Ability to quickly learn and articulate product features and benefits.* • Communication Skills - Clear, persuasive verbal and written communication. Active listening and empathy on phone calls.* • Sales Drive & Resilience – Has a goal-oriented mindset with a track record of meeting and exceeding targets and an ability to handle rejection.* Desirable • Formal Sales Training or certifications in sales • Curiosity & Continuous Learning - Interest in personal development, sales trends, or customer behaviour.
Experience	Essential • Experience of working collaboratively in remote or hybrid teams, using collaboration tools like MS Teams.* • Customer Interaction - Experience of handling customer objections, complaints, and closing sales in a professional manner via phone and email * • Target-Driven Environment - Demonstrated ability to meet or exceed sales KPIs (e.g., conversion rates, call volumes, revenue targets).* • Familiarity with consultative selling and experience with upselling, cross-selling, and closing techniques.* Desirable • Sales Experience involving both inbound and outbound calls or communications. • High-Volume or High-Ticket Sales - Experience of managing large volumes of leads or selling high-value products/services. • CRM and Sales Tools - Hands-on experience with at least one CRM. Familiarity with call logging, lead tracking, and pipeline management.

Additional requirements	• Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic). • Ensures inclusive practice, challenges discrimination and promotes diversity in line with our Equality, Diversity and Inclusion (EDI) policy. • Hybrid working.

Pre Engagement Checks	
Highlight bold as required	
DBS- England & Wales	None
PVG- Scotland	None
Access NI- Northern Ireland	None
Driver Check	No
<u>International Roles Only</u>	
International Police Check	No
International Driving Licence for manual cars	No