**Job description**

**Job title: Membership Telemarketing Lead**

**Reporting to: Member Development Manager**

Business Disability Forum is the leading business membership organisation in disability inclusion. We are trusted partners, working with business, Government and disabled people to improve the life experiences of disabled employees and consumers, by removing barriers to inclusion.

* We work with nearly 600 members employing over 20% of the UK workforce and an estimated 8 million people worldwide.
* We advise, support and encourage businesses (many of them global) to become more disability-smart.
* We influence policymakers by representing the voice of employers and disabled employees.
* We provide evidence-based thought leadership on how business affects the lives of disabled people.
* We help effect changes in business practices, products, services and policies that positively impact the life experiences of disabled people, and also benefit business.

**Our values:**

* **Purposeful** – we are focused on removing barriers to disability inclusion
* **Evidence-based** – we are informed and driven by unique insights from our membership
* **Respectfu**l – we are supportive and approachable
* **Pragmatic** – we find practical solutions that business and Government can implement
* **Responsive** – we are constantly evolving to meet our Members’ and Partners’ needs
* **Bold**– we are thought leaders who are not afraid to challenge

**Job purpose:**

We are seeking a proactive and results-driven temporary Membership Telemarketing Lead to support our membership generation and engagement efforts. The ideal candidate will have strong research skills, an understanding of market trends, and experience in customer engagement. This role involves reaching out to potential members, fostering relationships, and leveraging Salesforce CRM to track interactions

**Key tasks and responsibilities:**

* Lead Generation: Conduct outbound calls to prospective members to generate interest and provide corporate membership information.
* Market Research: Gather insights on potential members’ needs, preferences, and membership trends through surveys and feedback.
* Customer Engagement: Build relationships, answer questions, and communicate membership benefits effectively.
* Appointment Scheduling: Arrange follow-up meetings for corporate membership discussions with internal colleagues.
* Record Keeping: Maintain accurate and organized records of calls, leads, and customer interactions in Salesforce CRM.
* Follow-Up: Proactively nurture leads and encourage corporate membership sign-ups.

**Other (internal operational duties):**

* + Build productive and professional working relationships internally with BDF staff, and externally with Members, Partners, and other stakeholders.
	+ Take part in own continuous improvement activities as required.
	+ Update and maintain accurate records on the SalesForce CRM.
	+ Complete, agree with manager, and maintain Objectives and Key Results (OKRs) on a quarterly basis.
	+ Be familiar with and at all times adhere to BDF policies, procedures and values, as set out in the Staff Handbook.
	+ Promote and comply with BDF policies on equality and diversity both in the delivery of services and in working relationships and treatment of others.
* Any other duty as may be assigned that is consistent with the nature of the job and its level of responsibility. Any changes will be made in consultation with the post holder.

**Line management responsibilities:**

* None

**Working contacts**

**Internal**

* Membership Team
* Communications & Marketing Team

**External**

* Potential Partners and Members
* Partners and Members

**Person specification**

We may assess how candidates and post-holders meet the criteria through: application (A), interview (I) or testing (T). Adjustments will be made for all candidates throughout the recruitment process.

**Experience**

**Essential**

* Experience in market & customer research, particularly in analysing clients’ needs suggesting solutions. (A & I.).
* Experience of working with a Customer Relationship Management (CRM) database (A & I.)
* Experience in a sales environment (A & I).

**Desirable**

* Experience of business development/ income generation. (A & I.)
* Experience of working with Salesforce (CRM) database (A & I.)
* Experience of generating warm leads from initial contact (A, I & T).
* Experience of working in membership organisation (A &

**Skills**

* Ability to analyse and research information to identify potential leads using all available tools (A & I.)
* Persuasive telephone manner (A, I & T.)
* Intermediate Microsoft Office skills including: Word, Excel PowerPoint & SharePoint (A, I & T.)
* Excellent attention to detail. (A, I & T.)
* Excellent communication skills. (A, I & T.)
* Excellent time management, skills. (A, I & T.)
* Excellent Problem-solving skills (A, I & T.)
* Excellent organisational skills and the ability to self-manage (A, I & T.)
* Ability and desire to learn (A & I).

**Desirable:**

* Able to produce information in accessible formats (A, I & T).

**Knowledge & Attributes**

**Essential**

* Able to work on own initiative. (A & I.)
* Motivated, hardworking, and enthusiastic self-starter (A & I).
* In agreement with BDF’s mission and supportive of BDF’s values (A & I).
* Confidence in cold calling (A, I & T.)
* Tenacity & Perseverance (A & I).
* Responsive. (A, I & T.)

**Desirable**

* An interest in disability and how it affects business (A & I).

**Equal opportunities**

We are committed to becoming disability-smart and an employer of choice irrespective of race (which includes colour, nationality and ethnic or national origins), sex, sexual orientation, gender reassignment, religion or belief, marital or civil partnership status, age, disability, or pregnancy and maternity. The ethical and business case of ensuring that our workforce is representative of wider society is at the heart of what we do. **When we are recruiting, disabled candidates who meet all of the essential criteria will be offered an interview.**

**General terms and conditions of employment**

**Based:**

We are a hybrid workforce, with the majority of staff coming into the office one day per week to work with their team. Our team day is Monday. We are happy to discuss flexible working options with suitable candidates. The office is based at Dowgate Hill House, 14-16 Dowgate Hill, London, EC4R 2SU.

**Hours:**

9am to 5pm, 3 days or 21 hours per week; we are happy to discuss alternative work patterns (part-time workers must work Monday’s). We offer opportunities for flexible working including variable start and finish times, hybrid or remote working.

**Length of contract:**

1 year FTC

**Salary:**

FTE £30,000 OTE £33,000 Pro rata £18,000pa

**Probationary period:**

Three months.

**Annual leave:**

FTE 25 days per annum plus statutory and bank holidays (usually 33 days in total).

**After 3 months:**

* Workplace Pension Scheme 8% of gross salary.
* Permanent Health Insurance.
* Group Death in Service (Life Assurance 3 x Annual Salary).
* Private Medical Insurance Scheme, or
* Private Medical Cashback Scheme
* Employee Assistance Programme.

**Accessibility statement**

Business Disability Forum is committed to ensuring that all its information, products and services are as accessible as possible to everyone.

If you wish to discuss anything about accessibility or adjustments, or if you would like this job description or other application information in a different format, please contact Barnaby Powell:

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