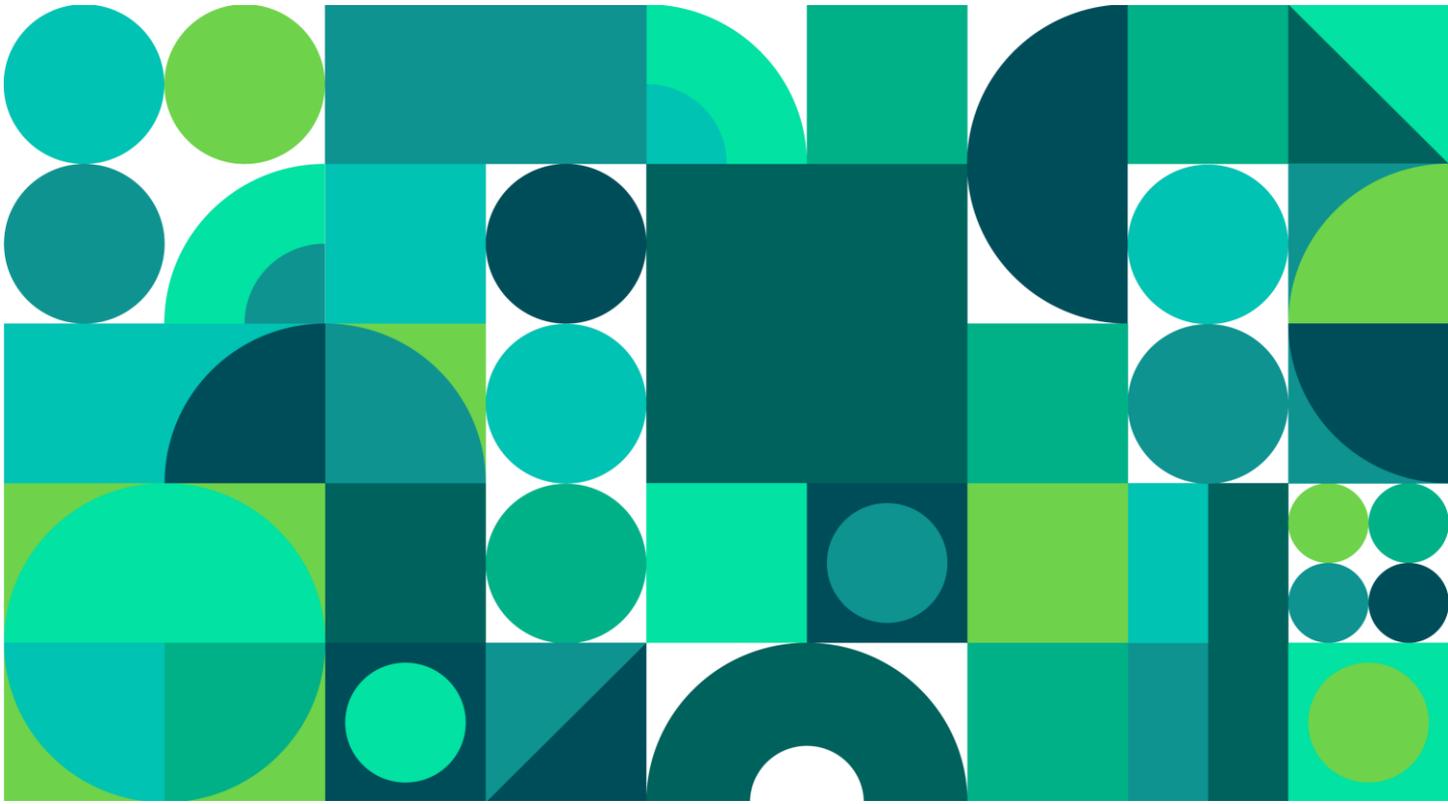


January 2022

substance.



Views Sales Consultant

Job Title: Views Sales Consultant

Reports to: Views Manager

Duration: Permanent subject to a 6-month probationary period

Start Date: 1st March 2022

Hours: 37.5 hours per week

Salary: £25,000 - £30,000 per year

Role Profile

About Substance

Substance is a research and technology company working across different sectors and with many types of organisations including charities and social businesses; local, regional and central government; and national and international governing bodies. It has a specialist interest in the social dimensions and impacts of sport and physical activity.

Our core team is made up of highly experienced social researchers, technologists and programme managers, each with their own specialisms. What we share is an ambition to make organisations that do good have a greater impact.

Substance is based in Manchester but does support and encourage home working practices.

Who we work with

- National government departments, such as the Department for Digital, Culture, Media and Sport, Home Office, Department for Education and Department for Food, Environment and Rural Affairs.
- Regional and local government bodies such as the Greater London Authority and the Greater Manchester Combined Authority.
- National and international strategic organisations such as Sport England, UK Sport, Premier League Charitable Fund, Big Lottery Fund, the Environment Agency and Big Issue Invest.

- National charities, such as Royal National Lifeboat Institution, the Wellcome Trust, BBC Children in Need, MIND, Groundwork and MyBnk.
- National and international sport governing bodies including UEFA, national football associations, national governing bodies of sport, sports clubs and sport for development organisations.
- Local and regional delivery organisations including a range of football club CCOs and other sport for development, health and social organisations and charities.

Role Purpose

The core purpose of the Views Sales Consultant position is to expand the customer base of Substance's flagship software product, Views. Views is used by over 800 organisations in the UK and overseas. Over 500 of these organisations work in the sport and sport for development sector.

The successful candidate will be expected to apply their skills and experience to help Substance increase its Views sales in new and exciting ways, with the opportunity to bring fresh ideas by suggesting specific improvements to the current company processes.

Key Competencies

Essential

- At least three years' experience in a sales role within a medium to large organisation securing sales of circa £50,000 per annum
- Excellent planning and scheduling skills to create a drive target sales campaign
- Great communication and negotiation skills to liaise with stakeholders and potential clients to sell products and services.
- Excellent time management skills and the ability able to plan, monitor and meet deadlines.
- Excellent problem-solving skills to help identify opportunities and improvements to processes within the company and to manage issues when they occur.
- Experience of software product development.
- Excellent IT and Microsoft Office skills, including Excel and PowerPoint.

Desirable

- Knowledge of the youth, sport and physical activity sectors is preferable, but not essential if a quick learner with willingness to build knowledge.
- Previous experience with SaaS (Software as a Service).
- Previous experience with image editing tools.
- Graduate or possession of a relevant qualification in a similar role.

Key Responsibilities

As Substance's Views Sales Consultant, you will be responsible for:

Sales of Substance services

- Selling the Views product to identified targets via online and tele-channels.
- Working within the Views customer service team to develop resources and approaches which provide excellent customer service to our existing customers to ensure high customer retention rate.
- Working with the research team to assist with producing bids around consultancy services for new and existing clients.
- Developing an excellent understanding of the product to enable you to deliver high quality, engaging system demonstrations which are tailored for specific targets.
- Developing a prospect database based on existing networks and target sectors.
- Maintaining the Views and Research customer database.
- Providing monthly sales reports to the Head of Operations.
- Production of proposals and scheduling of substance services once confirmed.

Customer and Market Insight

- Working alongside the Views Manager to build market insight to support product development and growth including:
 - Designing and deploying regular customer feedback opportunities
 - Capturing and analysing feedback from prospect (both converter and lost) to inform product development and pricing strategies
 - Proposing new functionality in the Views system based on client feedback.
 - Conducting regular market scanning to track competitors' products and services including their price point and value proposition.

Social and Digital Marketing

- Developing Substance's social marketing presence to support sales and customer engagement campaigns.
- Working alongside the Chief Executive to curate content for a monthly newsletter.
- Working alongside the Head of Research and colleagues in the research and technology team to create content for the company website.
- Working alongside colleagues in the Views support team to develop support resources for the Views website.
- Liaising with external partners to attend and present at events and produce relating marketing materials.

Role Benefits

The successful candidate will be entitled to the following benefits:

- 25 days annual leave per year on top of bank and discretionary Substance holidays. This rises by one day annually to a maximum of 30 days.
- Flexibility to work from home
- Contributory pension scheme.
- Salary Sacrifice scheme including cycle to work bike loans, childcare vouchers and other key lifestyle benefits.
- Eye care vouchers to cover eye tests and glasses discounts
- Death in Service payment to nominated trustee.
- Free health service as part of an income protection scheme (available after 3 years' service).
- Professional development support.
- Free gym membership for access to three Bannatyne branches across Manchester City Centre.
- Regular team social events