



# Outreach Services Marketing Officer

Job Description & Person Specification

**BeyondAutism**

**August 2024**

Registered Charity No. 1082599  
020 3031 9705  
[beyondautism.org.uk](https://beyondautism.org.uk)

 **BeyondAutism**

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# About BeyondAutism

We are experts in delivering autism education services from pre-school to 25. BeyondAutism is a non-profit organisation, driving change in the world of autism education to ensure autistic children and young adults access an education which empowers a life full of choice, independence and opportunity. We do this by creating positive educational experiences, training for the professional team around a child, and information, resources and support for families and carers.

## Our services:

We deliver rapid and sustained outcomes in our Early Years' service by working with parents and children together. Empowering parents to feel resilient and confident in meeting the needs of their child leads to aspirational, informed choices creating a positive and successful step into primary education.

Our schools and Post-19 service have a specialist curriculum that ensures sustained success beyond the age of 25, setting children and young adults up with the skills and independence to lead a life of their choosing. By teaching them the academic and life skills they need and through the promotion of a happy, caring environment, we nurture the confidence, independence and self-belief to enable them to make the most of the next stage of their life or education.

We also work more widely, activating networks and building local capacity with our solution focused Outreach team. Our unique BeyondAutism Fast Responder® service works at the point of crisis to change the national picture and reduce school placement breakdown.

## Our values

At BeyondAutism we are:

### Dedicated to delivering excellence

Developing expertise, outstanding services and positive engagement, always seeking to go above and beyond expectations.

### Committed to Behaviour Analysis, underpinned by the science of Applied Behaviour Analysis and Verbal Behaviour

Contributing to research and ensuring our staff continually develop and share best practice that ensure aspirational outcomes are achieved for autistic individuals.

### Respectful

Embracing diversity, showing integrity, acting with compassion and always treating people with dignity.

### Proud to challenge

Listening, changing thinking, shifting attitudes and educating.

## Job overview

- This is an income generating role with sales targets for BeyondAutism's Outreach Services – BeyondAutism Fast Responder®, Outreach and Training. Working closely with the Outreach and Marketing teams you will be responsible for ensuring that service level agreements are signed within 14 days of issue, that subscriptions are renewed and for building strong customer relationships.

# What we can offer you

You can find a very rewarding career with BeyondAutism. As well as being part of a team delivering life-changing services, we offer multiple and generous benefits to employees.



## Pension scheme \*

We offer a competitive pension scheme via salary exchange of 3, 4 or 5% and match your contribution.



## Hybrid and flexible working

Charity staff have the option of hybrid and flexible working. To be agreed with HR and the department head.



## Season ticket loan \*

We can loan you the cost of your season ticket, repaid through monthly salary deductions for the period of the season ticket or less. Maximum period 12 months. Maximum loan £5000.



## Bicycle loan \*

We can loan you the cost of purchasing a bike for the purpose of cycling to work. Up to a maximum value of £1000, repayable over a period of 12 months or less.



## Continuing Professional Development (CPD)

Further education opportunities including Masters, RBTs, diplomas and certificates; and opportunities for membership for relevant professional bodies.



## Professional Membership fees

Reimbursement of the cost of annual professional membership fee where continued membership registration is a requirement of your role.



## Onsite counsellor

One counsellor working across our sites offering confidential 1:1 counselling sessions.



## Perkbox

Access to an online perk scheme which gives you your pick of over 200 great discounts and freebies such as a free monthly hot drink from Cafe Nero, discounts on high street shopping and great price cinema tickets.



## Employee Assistance Programme

Free access to a 24/7 confidential counselling support, including opportunity for face-to-face support.



## Employee Referral Programme

Generous £400 thank you payment when you refer somebody into one of our open vacancies.



## Eye care vouchers

Vouchers to cover the cost of an annual eye examination and single-vision spectacles, if needed.

Benefits marked with (\*) are contractual benefits open to staff who have been in post for three months or more.

# About the role

## Main duties

- Form a close working relationship with the Outreach Services, Marketing and Finance teams
- Issue and secure service level agreements
- Manage enquiries effectively and efficiently
- Meet sales targets
- Maintain the CRM

## Customer relations

- Manage subscription relationships and service level agreements, including contract reviews with subscription holders
- Resolve complaints and concerns

## Sales and marketing

- Achieve sales targets
- Ensure appropriate reporting of sales to Head of Marketing and Communications, Head of Finance and Head of Outreach Services
- Deliver strong marketing campaigns and lead generation

## Reporting and monitoring

- Weekly collation of sales data
- Monthly collation of complaints, concerns and satisfactions to inform organisational learning
- Reflect and present information in appropriate formats for internal and external use

## Administration and relationships

- Maintain an accurate and up-to-date CRM
- Ensure service level agreements are signed within 14 days of issue and that the delivery requirements are communicated to the Outreach Services team

## People

- Work effectively as part of the MarComms team to ensure KPIs are achieved
- Liaise effectively with the Outreach Services team and the Finance team

## General responsibilities

- To understand, adhere to and actively implement all the policies and procedures of BeyondAutism
- To safeguard children and vulnerable adults at all times
- To undertake training as required
- Assist with other work, events and projects as needed
- Any other duties that the Head of Marketing and Communications may reasonably require

## What you will bring to the role

Skills and experience
<ul style="list-style-type: none"><li>• CIM Level 4</li><li>• Excellent customer service skills</li><li>• Ability to sell products and services</li><li>• Excellent verbal communication and presentation skills</li><li>• Strong networking skills to build relationships with prospective and existing clients</li><li>• Proficiency in using smartphones and digital technologies to enhance communication</li><li>• Adept at using Customer Relationship Management (CRM) tools and data</li></ul>

# Job information

<b>SALARY SCALE:</b>	£26,520 - £30,745
<b>HOURS:</b>	37.5 hours per week. Occasionally there may be other evening meetings or events outside normal hours.
<b>ACCOUNTABLE TO:</b>	Head of Marketing and Communications
<b>LOCATION(S):</b>	Hybrid role with working at the charity office (140 Woking Close, SW15 5LD) and working from home
<b>PROBATIONARY PERIOD:</b>	Six months
<b>HOLIDAY:</b>	25 days plus bank holidays (rising a day with each year of service after 2 years to a cap of 28 days). Additionally there is a discretionary office closure between Christmas and New Year.
<b>HOW TO APPLY:</b>	If you're interested in applying for the role, please send your CV and covering letter detailing how you meet the person specification and your interest to <a href="mailto:recruitment@beyondautism.org.uk">recruitment@beyondautism.org.uk</a> . If selected for interview you will be required to fill out a full application form for safer recruitment purposes.

If you would like to know more or ask a question please email [recruitment@beyondautism.org.uk](mailto:recruitment@beyondautism.org.uk).

BeyondAutism is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of ethnicity, religion, sex, sexual orientation, age, marital status, disability or gender identity.

BeyondAutism is committed to safeguarding and promoting the welfare of children and young adults and expects all staff to share this commitment. An enhanced disclosure will be conducted for the successful applicant.

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## How to follow us



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