



# 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

- Cultivate strong, collaborative relationships with Outreach Services, Marketing, and Finance teams to enhance sales opportunities.
- Issue, negotiate, and secure service-level agreements, ensuring client satisfaction and contract retention.
- Respond to enquiries promptly and effectively, focusing on converting leads and generating sales.
- Consistently meet and exceed sales targets through proactive outreach and effective relationship management.
- Maintain and optimise CRM for tracking customer interactions and identifying sales opportunities.
- Develop and strengthen customer relationships, ensuring client loyalty and satisfaction.

## Sales and subscription management

- Oversee subscription relationships and manage service-level agreements, including periodic reviews and contract renewals.
- Proactively resolve customer complaints and concerns to enhance retention and client satisfaction.
- Lead sales and marketing efforts to achieve and exceed sales targets.
- Coordinate with Head of Marketing, Finance, and Outreach Services to ensure accurate sales reporting and forecasting.
- Plan and execute compelling marketing campaigns and lead generation strategies to drive new business.

## Sales reporting and marketing

- Track and report weekly sales data, providing actionable insights to drive performance.
- Compile and present monthly summaries on customer feedback to inform sales strategies and enhance customer experience.
- Prepare information in various formats for internal and external stakeholders, supporting business growth objectives.

## Sales administration and CRM management

- Ensure CRM is updated and accurately reflects sales activities, pipeline, and client interactions.
- Ensure service level agreements are signed and returned within 14 days of issue, coordinating with Outreach Services for timely delivery.

## Team collaboration and communication

- Work closely with the MarComms team to achieve KPIs and support overall sales goals.
- Maintain effective communication with the Outreach Services and Finance teams to align efforts and streamline processes.

## General responsibilities

- Understand and actively implement all policies and procedures, with a focus on ethical sales and client care.
- Complete relevant training, staying up-to-date on best practices in sales and customer relationship management.
- Support other initiatives, events, and projects as required.
- Undertake any additional duties as directed by the Head of Marketing and Communications.

# What you will bring to the role

We are looking for passionate and dedicated people who want to make a truly positive impact on autistic peoples' lives. Working as part of the Marketing team, you will be responsible for developing relationships and generating sales for our Outreach Services.

	Attributes
Qualifications	<ul style="list-style-type: none"><li>• CIM Level 4 or equivalent, with experience in a sales-focused role and a record of achieving targets.</li></ul>
Experience	<ul style="list-style-type: none"><li>• Knowledgeable in outreach and lead generation; experienced in executing marketing campaigns.</li></ul>
Skills	<ul style="list-style-type: none"><li>• Excellent customer service and sales skills; strong ability to secure agreements and build lasting client relationships.</li><li>• Proficient in CRM and digital tools for sales tracking and outreach.</li><li>• Skilled in analysing sales data and managing subscriptions, ensuring compliance.</li></ul>
Abilities	<ul style="list-style-type: none"><li>• Skilled in persuasive communication and effective cross-team collaboration.</li><li>• Proactive in resolving concerns; adaptable to changing priorities.</li></ul>
Essential personal qualities	<ul style="list-style-type: none"><li>• Ethical sales practices and customer care; open to ongoing training and development.</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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