

Belief

Courage

Growth



Sales and Marketing Lead

Job Description



“ Education is not the answer to the question. Education is the means to the answer to all questions... ”

- William Allin



Role Overview

Contract Length: **Permanent**

Hours per week: **40 hours per week**

Hours of work: **8am-4pm Monday to Friday (flexible as job requires)**

Holiday: **25 days annual leave allowance (excluding bank holidays)**

Reports to: **Sales and Growth Executive**

Start Date: **August-September 2024 (some flexibility - to be discussed)**

Pay: **Starting Salary: £24,000 - £28,000 dependent on experience**
Expect future increases in line with company growth and performance

Location: **Think for the Future Centre, Nottingham City**
This role will be based at our Head Office in Nottingham City.

Benefit: **Think for the Future offer a number of employee perks (see later in Job Description). A big employee perk that is offered is our on-site TFTF Tots Nursery which is subsidised and counts as a salary sacrifice makes for a very low-cost childcare option for TFTF office staff.**

Overview:

The Sales & Marketing Lead is an exciting new role that will play a huge part in growing and expanding our Behaviour & Resilience Mentoring Provision into new schools, to impact more young people's lives and help them to engage positively in education. We are looking for a dynamic individual who is interested in developing their skills across sales & marketing, has outstanding interpersonal skills, is a team player and is comfortable working in a fast-paced environment.

You will be responsible for quickly building strong relationships with senior leaders in education (Headteachers, CEOs and other SLT members) and managing our sales process across the sales lifecycle using a consultative selling approach. You will be also supporting some of our wider marketing campaigns and brand awareness activities. We are looking for someone who wants a career with an organisation that is making a difference.



Think for the Future

BE PART OF SOMETHING EXCITING...



About Us & Our Mission

Think for the Future is a social enterprise that partners with over 170 schools nationally to deliver a Behaviour and Resilience Mentoring provision which is proven to have a measurable impact on engagement in learning. Our mission is to empower students with the skills they need to overcome social and emotional barriers in their lives that are stopping them from engaging in school and reaching their full potential.

We work in primary and secondary schools to position TFTF Behaviour & Resilience Mentors and Inclusion Centre Managers who use our TFTF curriculum to build student's social and emotional skills so that they can take control of their behaviour and drastically improve their school engagement. Our TFTF team in schools are brilliant role-models for students who build strong relationships with students who are often facing significant barriers in their lives and motivate them to reach their full potential. We believe in early intervention with young people before they are excluded from school, giving them the power to turn things around and see the opportunity that school gives them.

"Education is the key to unlocking the world, a passport to freedom"

Working at Think for the Future

Think for the Future is a dynamic and innovative social enterprise that is committed to their schools, young people and the wellbeing of their staff. We've been recognised in the education sector as an organisation with significant potential to create systematic change across our sector and you will be a big part of that journey. Working with us, you'll belong to a close-knit and supportive team who all believe in our mission and who will invest heavily in your personal development, welfare and performance so you are able to have maximum impact and enjoyment in your role. It's a very exciting time to be joining Think for the Future as we grow into new areas, new schools and expand the number of young people we are impacting every day.

Sales & Marketing Lead

As the Sales & Marketing Lead, the energy and creativity that you bring to the role will directly increase the amount of young people who we are able support in schools across the UK. You'll quickly take on responsibility and will work closely with other members of our Leadership Team to have positive impact on our organisation's growth across the education system.

Main Responsibilities of the role:

Sales

- Using excellent communication skills and interpersonal skills to build positive relationships with Seniors Leaders in schools and other organisations. Representing Think for the Future in a professional way, in line with our company values, which builds trust and confidence in our organisation
- Using your skills in sales to guide schools through our sales journey: including presentations/meeting with senior leaders, writing proposals based on the school's requirements and context as well as negotiation and gaining financial commitment
- Responsible for achieving sales targets which form a key part of TFTF's overall growth ambitions. You will have significant autonomy to decide how you will approach these targets, working closely with our Sales and Growth Executive. As part of this, you will also have access to your own marketing and sales budget
- Representing Think for the Future at external events and with other partner organisations in order to create new opportunities to widen our social impact and build our network
- Supporting marketing campaigns and brand awareness
- Utilising a diverse range of creative methods to generate leads and contribute to the long-term growth of the company

Progression and Development Opportunities

At TFTF, we understand the importance of providing progression and development opportunities. As part of this role you will have significant opportunity to develop your skillset, with access to a staff CPD budget as well as mentoring from other team members and external partner organisations. This is a brilliant opportunity to build your skillset and expertise in Sales and Marketing.



Ideal Candidate Profile

Safeguarding

Think for the Future is committed to safeguarding and promoting the welfare of children and young people and we expect all staff and volunteers to share this commitment. We adopt a rigorous Safer Recruitment Policy which is followed for every appointment. Therefore, successful appointment to this role will be subject to:

- Declaration of any convictions, cautions or reprimands which you have incurred
- An Enhanced DBS Check
- Two Satisfactory References
- Proof of Eligibility to work in the UK

Diversity and Inclusion

At Think for the Future we're committed to creating a culture where everyone, from any background, can do their best work. For this reason we are particularly keen to hear from candidates from a diverse range of backgrounds.

ESSENTIAL

DESIRABLE

- Outstanding communication skills; the ability to present information in an engaging, concise way and tailor your messaging to a variety of different stakeholders.
- Outstanding Interpersonal skills; the ability to build positive relationships and rapport with senior leaders and the TFTF internal team.
- Strong written communication with the ability to write in an engaging and compelling style, whilst clearly communicating key information.
- Ability to manage change and to adapt to unexpected demands.
- Full commitment to the role, our organisations social mission and to helping the company achieve its objectives.
- Ability to assess priorities and manage competing deadlines both independently and as a member of a team
- Strong IT skills – an ability to use Microsoft Office to a high standard
- Own mode of transport (Mileage to be compensated in line with our Mileage Policy)

- Higher education qualifications
- Professional Experience relating to either Sales or Marketing
- Industry specific knowledge about the Education and School sector
- Track-record of exceeding targets in a Sales-based role.

Additional Perks of Working at Think for the Future



Comprehensive Induction Training: We provide a dynamic Induction Training for all new staff, during which we not only introduce you to our provision and the rest of the team but also provide team socials so you get to know your colleagues quickly.

Continued Professional Development: At TFTF, we understand the importance of providing progression and development opportunities. As part of this role you will have significant opportunity to develop your skillset, with access to a staff CPD budget as well as mentoring from other team members and external partner organisations. This is a brilliant opportunity to build your skillset and expertise in customer relationships.



Vitality Health Insurance: Access top-quality healthcare with Vitality Health Insurance, made affordable through a salary sacrifice scheme. Enjoy premium healthcare support at a lower cost, ensuring your well-being is covered without stretching your budget. With Vitality, superior health support is just part of the package.



Health Assured EAP: We know that life can throw us curved balls sometimes and it's hard to know where to turn. Our partners at Health Assured offer 24/7 confidential support from experienced therapists and advisors for just about any issue you can think of. From family issues, financial information and legal information to childcare support, consumer issues and bereavement counselling. If you have a problem, they're there to help you solve it.

Positive & Supportive Team Culture: At Think for the Future, we pride ourselves on our positive and supportive team culture. We invest heavily in our staff to ensure that they are able to support the strategic aims of the organisation and, most importantly, are happy whilst doing it!



On-site TFTF Tots Nursery which is subsidised and counts as a salary sacrifice which makes for a very low-cost childcare option for TFTF office staff.

www.thinkforthefuture.co.uk/tfftots



How to apply:

To apply for this role please click on the 'Apply Online' link on our internal team careers page!

We will be recruiting on a rolling basis, so encourage you to apply as soon as possible in order to maximise your chances of success.

Please note we do not want to engage Recruitment Agencies for this role. Thank you

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