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Title	Business Development Executive
Employer	Lake District Calvert Trust
Reporting to	Income Generation Manager
Salary scale	£26,000 - £32,000 per annum dependent on knowledge, skills and experience (pro rata for part time employees)
Location	Calvert Lakes, Little Crosthwaite, Keswick, Cumbria CA12 4QD
Working Hours	30 hours per week (4 days) We are open to a discussion on flexible and part time hours

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#### **WHAT WE DO:**

The Lake District Calvert Trust is a charity that challenge disability through outdoor adventure. We provide fun-filled outdoor adventure for all, with our adapted equipment and specialist knowledge, offering an experience like no other to people with disabilities, their friends and family.

We are a small team who are passionate about people achieving their potential using the challenge of adventurous activities in the countryside in order them to develop, change perception and make positive and lasting changes to their lives.

Our vision and values are people focused, it is important that we focus on our people and continue to make Calvert Lakes an amazing place to work.

#### **ABOUT THE ROLE:**

The Business Development Executive is an integral position within Calvert Lakes, working closely with the Income Generation Manager to develop the Sales and Marketing strategy, exploring new markets and creating long lasting client relationships.

To be successful, you will need to demonstrate that you are a motivated team player who is able to effectively communicate and build effective customer relationships. You will need to be IT literate and have experience in updating webpages and communicating on social media.

You will be required to maintain database, analyse data and produce key performance indicators, and use the information to inform your sales strategy.

If you are passionate about creating long lasting relationships, are sales orientated and would like to work for a charity that makes a difference in people's lives we would like to hear from you.

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## KEY ACCOUNTABILITIES:

- To proactively assist in achieving annual revenue and bed-night targets as part of the Sales Team
- To proactively follow up on potential booking enquiries and maintain pipeline records
- To undertake database entry and maintenance of accurate records
- Co-ordinate centre bookings: liaising with other teams to ensure that visitor needs are met
- To update relevant social media channels with Sales / Course Information
- To develop and maintain strong relationships with both internal and external stakeholders
- Investigate new business opportunities and develop partnership relationships, to increase our client pool
- To capture, collate and analyse data to aid in the identification, reach and engagement of new market sectors
- To work in collaboration with the activities team to continue to develop current and new products
- To project manage elements of the sales plan as requested by your line manager
- To assist in generating, collating and sharing visitor feedback following each visit
- To assist in developing marketing resources to maximise the new business opportunities, and to be pro-active in identifying and supporting new marketing strategies
- To assist in writing reports and plans that inform decision making
- To undertake any other reasonable duties as requested by your line manager or Senior Leadership Team

This job description is not intended to be a full list of duties but to give a guide to the key areas of work.

## Health, Safety and Environment

- Act responsibly in relation to all matters which may affect the Health and Safety of yourselves and travelling between sites, and to adhere to safety regulations at all times
- Observe all safety procedures and instructions, and assist in maintaining a safe workplace and reporting any accidents, hazards, near misses, damages or defects to tools and equipment to the appropriate person
- Wear appropriate protective equipment (PPE) and use any safety devices provided by the Trust at the relevant times
- Report (and deal with, where relevant) any safety hazards, defects, near-misses or health and safety problems immediately

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## These are the values that drive us:

<b>Flexible</b>	-	we <b>adapt</b> and <b>innovate</b>
<b>Ambitious</b>	-	we <b>stretch</b> ourselves and others
<b>Inspiring</b>	-	we <b>encourage</b> and <b>stimulate</b>
<b>Sensitive</b>	-	we <b>understand</b> and <b>empathise</b>
<b>Imaginative</b>	-	we see <b>beyond</b> the <b>obvious</b>

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## Qualifications & Experience

### Essential

- Existing sales skills and a track record in delivering revenue growth
- Excellent computer literacy, especially Office programmes and databases
- Excellent verbal and written English skills
- To be self-motivated and experienced in the delivery of both revenue and activity KPIs
- Good telephone manner and interpersonal skills, providing excellent customer service
- Experience of team working
- Good prioritisation and organisational skills
- An understanding and empathy for working with people with disabilities.

### Desirable

- Demonstrate initiative and ability to identify opportunities and deliver commercial revenues
- Experience in the tourism sector
- Experience working for a charity
- Full Driving Licence

### Conditions of Service

**Contract:** This position is permanent following the successful completion of a 6-month probationary period.

**Hours:** 4 days a week ( 30 hours) . Standard office hours are generally Mon–Fri, 09:00 to 17:00, with 0.5-hour unpaid lunch break but there can be some flexibility. Occasional evening and weekend work will be required. Some home working subject to agreement with the Head of Income Generation.

**Holidays:** 33 per annum pro rata, including Bank Holidays.

**Pension:** The Trust operates an occupational pension scheme with defined contributions, the National Employment Savings Trust (NEST) and for eligible and non-eligible jobholders enrolled in the scheme both the employer and the employee will make a contribution. Eligible jobholders, as defined by the legislation, will be automatically enrolled into NEST, unless you decide to opt-out.

This post will be subject to checks with the Disclosure & Barring Service (DBS)