



Job Description – Business & Sales Officer

Scarisbrick Hall School

MAIN PURPOSE OF JOB:

We are seeking a motivated and results-driven Business and Sales Officer to support the Head of Commercial in driving revenue growth, nurturing client relationships, and implementing commercial strategies at Scarisbrick Hall. This role will focus on sales execution, business development, and operational support to achieve ambitious growth targets across various commercial enterprises, including Admissions, Oak Theatre & Studios, and TCM Premier Sports Coaching. The role also includes fostering alumni relationships and fundraising to create innovative income streams and strengthen community ties.

The successful candidate will be a key member of the newly formed commercial team, thriving in a fast-paced, performance-led environment and contributing to the school's educational vision through exceptional sales and client engagement.

KEY RESPONSIBILITIES:

Sales Execution & Revenue Growth

- Support the Head of Commercial in delivering strategic sales plans to meet and exceed revenue targets.
- Identify and pursue B2B and B2C business & sales opportunities across target sectors to drive scalable growth.
- Manage and grow key client accounts for commercial enterprises such as Oak Theatre & Studios and TCM Premier Sports Coaching to maximise revenue.
- Assist in executing an admissions plan to enhance student acquisition and retention.
- Provide sales support to other departments, such as Transport and Catering & Events, to optimise commercial outcomes when required.

Business Development & Client Engagement

- Build and maintain strong relationships with clients, local businesses, community groups, and prospective families to expand Scarisbrick Hall's commercial presence.
- Conduct outreach to generate leads, follow up on opportunities, and maintain an active sales pipeline.
- Maintain an accurate and up-to-date sales pipeline, tracking leads and opportunities.
- Provide regular updates on business activities, lead generation, and pipeline progress for reporting to the Head of Commercial.
- Deliver exceptional customer experiences, ensuring all interactions align with Scarisbrick Hall's RIVER values.

Fundraising and Alumni Relationship Development

- Develop and nurture relationships with Scarisbrick Hall alumni to foster an engaged and supportive alumni network.
- Generate income from alumni, such as fundraising initiatives, alumni-led sponsorships, events, or exclusive programs.
- Maintain accurate alumni records and track engagement activities to support long-term relationship building.
- Collaborate with the Head of Commercial and Corporate Services Manager to design alumni initiatives that align with the school's strategic goals and values.

Customer Experience & Relationship Building

- Deliver outstanding customer experiences, ensuring all interactions align with Scarisbrick Hall's RIVER values.
- Gather customer feedback to support the Head of Commercial in improving service delivery and customer journeys.
- Act as a brand ambassador, representing Scarisbrick Hall professionally in all client and community interactions and through attendance at commercial events as and when required.

Performance Monitoring & Reporting:

- Meet individual and team KPIs as set by the Head of Commercial, focusing on SMART objectives for sales, client engagement, and alumni initiatives.
- Track and report on sales activities, pipeline progress, and alumni engagement metrics for regular updates to the Head of Commercial.
- Support the Head of Commercial in analysing market trends, pricing models, and competitor activity to optimise sales performance.

Operational & Team Support

- Act as a CRM champion, undertaking CRM training where necessary.
- Collaborate with the commercial team and other departments (e.g., Marketing & Content, TCM, Admissions, Transport, Catering & Events) to ensure cohesive delivery of commercial and alumni-focused initiatives.
- Assist in preparing sales proposals, presentations, and materials for client and alumni campaigns.
- Contribute to a data-led, customer- and alumni-first culture, supporting quality control and continuous improvement efforts.



Personal Specification – Business & Sales Officer

Scarisbrick Hall School

ESSENTIAL CRITERIA
Experience in sales, business development, or a client-facing role.
Proven ability to build and maintain relationships with clients and stakeholders, including alumni.
Strong communication and negotiation skills, with confidence in engaging diverse audiences.
Results-driven mindset with a proactive approach to meeting sales and engagement targets.
Creative problem-solver with the ability to develop innovative ideas for revenue generation and relationship building.
Ability to prioritise and manage multiple tasks in a fast-paced environment.
Basic understanding of sales metrics, pipeline management, and performance reporting.

DESIRABLE CRITERIA
Familiarity with CRM systems ideally HubSpot, sales tracking tools, or alumni management platforms.
Knowledge of the Scarisbrick area and its local business/community landscape.
The ability to contribute commercial opportunities to expand the business.

Why Join Us?

Join a dynamic commercial team at Scarisbrick Hall and play a vital role in the growth of a prestigious educational institution. This role offers the opportunity to develop your sales and business development skills, build meaningful connections with clients and alumni, and contribute to innovative revenue-generating initiatives in a supportive, performance-led environment. The role is a direct sales orientated role that will reward success and performance in a fast-paced collaborative environment.

The school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The successful applicant will require an enhanced disclosure from the DBS (Disclosure Barring Service). The school will conduct this check.

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Applicants must be willing to undergo child protection screening, including checks with past employers and the Disclosure & Barring Service. The school will conduct this check for you.