

Sales Officer

Role Description



A B I A N D A

Are you a self-starter, organised and ambitious, who wants to support young women experiencing extreme exploitation and risk? If so, we'd love to hear from you.

Summary of the role

Abianda is an award-winning social enterprise that works with young women and girls affected by gangs and county lines so they can be free from harm and abuse. This work is supported through restricted grant funding and unrestricted income from sales of our highly regarded training programmes. Our vision is to be self-sufficient and innovative in our income generation, working to be sustainable and commercially viable, with the freedom to pursue social impact as defined by young women.

This role will work closely with the Head of Income Generation and Sustainability and there will be many opportunities to make the role your own. Perhaps you have previously sold training courses for a not-for-profit organisation, or are taking your first step into the not-for-profit sector, but have a strong track record in meeting sales targets in the commercial sector?

The main focus of this role is to drive the sales of our successful training delivery. Along with the Head of Income Generation and Sustainability, your role will be to generate unrestricted income for Abianda. This role will also provide an opportunity for you to work alongside former service users with support from our Participation Team, giving young women opportunities to develop transferable skills and shape Abianda's future income generation activities.

Details of the role:

- Full-time (35 hours per week) or we would consider 4 or 4.5-day part-time contract
- Fixed-term contract for 2 years (with a view to extending subject to financial situation).
- Salary: £29,274 per annum, plus pension (reviewed annually)
- Based in Islington (N5), with some working from home and some travel across London
- 25 days holiday per year (plus 3 in Dec when the office is closed), plus bank holidays
- Hybrid working, with at least 2 days in the office based in Highbury, London (N5)
- Reporting to the Head of Income Generation and Sustainability (HoIG&S)
- We can offer flexible working arrangements
- Abianda understands the importance of investing in staff and offers generous training and development budget for all our employees

Job Description

Main responsibilities of the role

Take on day-to-day responsibility for training commissions

- Grow a strong pipeline of potential sales leads from commissioners (local authorities, social services, police, voluntary sector organisations) nationally, through effective networking and promotional activities, to meet ambitious targets;

- Respond to training enquiries in a timely fashion, tracking enquiries and successful completions to provide up-to-date projections on Salesforce;
- Develop Abianda's marketing materials relating to our professional training delivery, and use social media and online networks to promote our training for professionals;
- Take responsibility for training contracts alongside your line manager, supporting and developing stakeholder relationships;
- Take responsibility for training events administration and staffing, whether delivered virtually or face-to-face, pre- and post-training emails to attendees, and collating and disseminating feedback reports;
- Take responsibility for upskilling existing and new Abianda practitioners to support them in facilitating both new and current training.

Innovate new income generation projects

- Working with HoG&S and young women, design and pilot new income generation projects, bringing about further systems change in the way professionals support young women and girls affected by gangs and county lines.

Other responsibilities

Cross Organisational Work

- Participate in monthly full team meetings;
- Be involved in policy and strategy development days, ensuring a 'bottom up' approach to service and organisational design;
- Support internal communications by sharing information and feedback up and down the layers of the organisation's hierarchy - ensuring that young women are informed and consulted.

Monitoring and Evaluation

- Maintain monitoring, evaluation and reporting requirements of commercial activity under your remit, to support accurate financial reporting and projections;
- Respond to quality assurance and progress monitoring requirements;
- Contribute to Board reports and updates where required.

Line Management and Support

- Report to your line manager across all aspects of your responsibilities;
- Participate in monthly supervision and 6 monthly professional development and performance reviews with your line manager.

Working in Partnership

- Your professionalism will reflect the reputation and integrity of the organisation, and your conduct in all responsibilities will uphold Abianda's policies and procedures;
- You will promote Abianda and maintain relationships with partners and commissioners;
- You will work in partnership with other Abianda Practitioners and other members of the team.

Safeguarding and Participation

- Hold up-to-date safeguarding knowledge in order to identify and respond promptly to emerging safeguarding issues as they arise (training can be provided);
- Where needed, work with the Participation Team to ensure that young women's voices are embedded in the activities and developments of your service area;
- Support Abianda's employment of young women programme, being involved in shadowing, skills development and project-based work with young women employed by the organisation.

Person Specification

Essential skills/experience

- Evidence of meeting income generation targets
- Highly organised, able to juggle a variety of tasks including ongoing sales negotiations, planning for upcoming events, and analysing event feedback to inform future developments
- Proactive individual, willing to get out there and build rapport with new clients from a variety of sectors (virtually or in person)
- Articulate and persuasive communicator, able to produce well-written training feedback reports
- Excellent attention to detail
- Commitment to tackling inequality in all its forms and alignment with [our principles](#) – we believe that:
 - Young women are experts on their own lives
 - People affected by a problem are best placed to find the solutions
 - Young women must participate in building solutions and influence the design and delivery of services
 - If this is to happen traditional power hierarchies in service delivery must be overturned
 - We have a fundamental belief in young women's innate strengths, resources and competence.

Desirable skills/experience

- Experience in meeting income targets in a not-for-profit organisation
- Knowledge of local authority services, third-sector organisations, VAWG services, etc.
- Marketing skills including using social media and adverts (LinkedIn, Twitter, Google Ads, etc.) to secure sales
- Familiarity with Salesforce or another CRM database
- Familiarity with Canva, Lumen 5, and/or other free design tools, and Wix website builder
- Familiarity with Mailchimp and Momentive (formerly known as SurveyMonkey)

To apply please send your CV and a supporting statement (max. 1,000 words) detailing why you want to work for us and how you meet the skills and experiences listed in the person specification to sam@abianda.com. If you would prefer, you can also submit your application via video or voice recording (no longer than 5 minutes.) Please also download and complete [our equal opportunities form](#) (this is optional).

Early applications are encouraged. Applications will be received and reviewed on a rolling basis. Deadline for completed applications is 11.59pm, **Sunday 16 October**. Interviews will be held on **Thursday 27 October**.

All applicants are requested to complete a criminal record self-disclosure form at interview stage. We value the lived experience of our applicants and all disclosures will be reviewed on a case-by-case basis.

Please note

- Due to the work we do, Abianda's roles are subject to an Occupational Requirement on the grounds of the protected characteristic of sex. We are a women's only employer, and as such this position is exempt under Schedule 9 of the Equality Act 2010. For the avoidance of doubt, all women including trans women are welcome to apply for and hold such roles, as are non-binary people if the applicant believes that their lived experience aligns with that of women and girls.
- We particularly welcome applications from people with disabilities, people of colour, the LGBTQ+ community and from different socio-economic and educational backgrounds.
- We encourage applications from people from all walks of life, including those who may have had exposure to similar experiences that young women across London are facing.