

JOB DESCRIPTION & PERSON SPECIFICATION

Job Title:	Sales and Marketing Assistant
Reporting to (Job Title):	Sales and Marketing Manager
Organisation:	Age UK Northamptonshire
Salary:	£12.88 per hour – Band 4
Place of work:	The William and Patricia Venton Centre, York Road, Northampton, NN1 5QJ
Hours of work:	15 hours per week Tuesday to Thursday
Employment subject to Disclosure & Barring Service (DBS) check	
Purpose of the Job:	<p>The post-holder will be responsible for developing and increasing income from key 'traded' programmes, such as Careline 365 Personal alarm systems.</p> <p>The role will provide sales and other expertise to directly support the work of the Sales and Marketing Manager and Team.</p>
Main Tasks and Responsibilities:	
<p>Age UK Northamptonshire is the leading charitable provider of services for older adults in Northamptonshire. This is a position offering someone with the appropriate values and experience, the opportunity to play a pivotal role in our sales and marketing team.</p> <p>The role is responsible for supporting the provision of services to clients that would benefit from a range of important third party provided services. The key functions are to work alongside Sales and Marketing Manager and the team as follows:</p> <ul style="list-style-type: none"> • To assist the Sales and Marketing Manager in day to day sales activities. • To increase the sales of personal alarms (Careline 365), wills and legacy giving and other traded services. • The role will also be responsible for promoting Wills and legacies, including home visits for Will and Lasting Power of attorney applications for our Paralegal partner. • To seek out new relationships to encourage increased enquiries and sales. • To be a point of contact for clients via telephone, email and in person. To be positive, responsive and approachable in all your dealings with clients. • When receiving client calls, ensure that all clients are logged on Charitylog (the database used by Age UK Northamptonshire) and booked in for a response etc. • To complete and process referral forms, entering data onto Charitylog. 	

- The timely provision of information on traded services are sent out to clients either by email or post.
- Maintain an efficient and effective responsive marketing system, responsible for all key Sales and Marketing documents as appropriate to the role.

The postholder will work with the staff and volunteer teams across Age UK Northamptonshire to educate, train and facilitate their knowledge, understanding and confidence to promote these traded opportunities for the benefit of the Charity.

To develop a sound understanding of the work of Age UK Northamptonshire, our values, services and overarching aims.

To deliver on agreed targets.

To be proactive, representing the sales and marketing team professionally both to external clients and across the Age UK Northamptonshire organisation.

At all times to carry out every aspect of your duties with due regard to policies and procedures.

To work as a valued member of the wider Age UK Northamptonshire team, supporting colleagues and providing advice and perspective to improve decision making and effective delivery generally. The role is varied and the postholder will be expected to support their team and the wider organisation on additional tasks as outlined by the Sales and Marketing Manager.

The tasks and responsibilities shown above are not exhaustive and should be regarded only as a guide. The jobholder will be expected to undertake any reasonable activities according to the needs of the service at the time. These will be subject to periodic review and may be amended to meet the changing needs of the service. The jobholder will be expected to participate in this process, and Age UK Northamptonshire would aim to reach agreement as regards any changes.

Person Specification

	Essential/ Desirable
Education & Training <ul style="list-style-type: none"> • Good standard of education • Good knowledge and understanding of Social Media 	E E
Communication <ul style="list-style-type: none"> • Good and adaptable communication skills • Experience of external facing communications with other agencies • Experience of forging community relationships • Understand needs of service users and adapt resources to meet their needs 	E E E E
Ability and Skills <ul style="list-style-type: none"> • Ability to work as part of a multidisciplinary team and establish good working relationships at all levels. • Ability to arrange conferences and meetings • Ability to work and act on own initiative. • Able to contribute positively at team meetings. 	E E E E

<ul style="list-style-type: none"> • Ability to demonstrate excellent communication skills both orally and written • Ability to develop effective administration and support systems • Ability to monitor and allocate work to others. • Ability to complete tasks and projects on time and to a high standard, demonstrating a can do attitude. • Ability to work to tight deadlines and under pressure. • Ability to prioritise and manage own and others workloads. • Willingness to work flexibly. • Is courteous and effective when dealing with people, exchanges information in a tactful and diplomatic manner, able to communicate effectively at all levels. • Driving licence and own vehicle, ability to travel throughout the county. 	E E D D E E E E E E
Equal Opportunities <ul style="list-style-type: none"> • Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs 	E
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