



JOB DESCRIPTION

Operational Manager – Sales

Post Title:	Operational Manager – Sales	Pay Scale:	£26,024.63 per annum AUNN Band F
Department:	AUBD	Hours of Work:	37 hours per week
Responsible to:	Strategic Director (Housing, AUBD, MiS & Companion Service)	Tenure:	Permanent
Based:	Home & Field (Nottinghamshire)	Date of issue:	October 2025

Our charity shares a common goal, no matter what job role we carry out: that older people can find the help and support they need to enjoy their later life as much as possible.

PURPOSE OF THE DEPARTMENT/SERVICE

The Age UK Business Directory (AUBD) was launched in Nottingham & Nottinghamshire in 2008, since then it has developed Directories across the East & West Midlands and London.

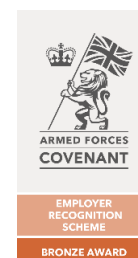
Designed with older and/or vulnerable people in mind, as a way to offer protection from rogue traders, the directories can be accessed by anyone who needs to connect with local reputable traders and businesses. Members listed on the online directory have participated in a robust application and vetting process and are monitored through ongoing customer feedback.

AUBD collaborates with Age UK Brand Partners who promote and utilise AUBD, with the exception of Nottinghamshire, Derbyshire and London, whose calls are routed via freephone numbers to the AUBD team in Nottinghamshire.

Age UK Notts strategic aims are to further develop and widen the charged for services portfolio.

PURPOSE OF THE POST

Reporting to the Strategic Director, the Operational Manager – Sales is responsible for the day to day management of the existing Business Directories and supports the wider charity to promote and expand the charged-for-services portfolio.



Key aspects to the role include marketing, brand management, AUBD complaint handling, implementation of the AUBD Action Plan and line managing the AUBD team member with the purpose of successfully hitting target milestones.

This role will be instrumental in supporting the wider charity to expand charged for services and leading the AUBD team to accurately execute administrative and financial duties including overseeing the website, processing financial details and providing a high level of customer service to members and users, to facilitate sustainability and profitability.

KEY DUTIES & RESPONSIBILITIES

The post holder is expected to demonstrate an acceptable level of competence in their role for each of the key duties and responsibilities listed below. Competence means demonstrating the required skills, abilities, attitude and behaviours in your work role.

Communication and Customer Service (C&C)

1. The effective management of all day to day tasks associated with AUBD operations, ensuring that an effective high quality service is provided to all customer groups.
2. Work with the communications team regarding publicity for AUBD and charged for services, whilst taking responsibility for AUBD social media activities (Facebook, Instagram etc.)
3. To act as a key representative/ambassador for AUBD and charged for services at local Age UK Brand Partners and relevant events.
4. To act as the key link between AUBD and the Company's IT supplier (VISAV Ltd) for any day-to-day issues with the websites.
5. To produce and review content of the websites and marketing materials.
6. Build and maintain good working relationships with Age UK Brand Partners supporting the AUBD brand. Encouraging their usage of AUBD and supporting with day to day issues.

Planning and Organisation (P&O)

1. Plan and organise the working day effectively by implementing time management techniques, whilst maintaining flexibility to address urgent matters.
2. Be self-motivated and organised with a can do attitude.
3. Organise and facilitate regular AUBD team meetings that are informative and promote team working.
4. Organise and attend AUBD Board meetings, producing associated agendas, minutes and reports.
5. Support with producing and implementing the AUBD Action Plan
6. Regularly review and have oversight of the AUBD budget, and together with the Strategic Director, identify any expected/predicted changes for financial planning; as well as be responsible for the authorisation of your team's expenses and any

other expenditure as required, up to the limits set within the charity's financial policies and procedures.

Recording & Monitoring (R&M)

1. Frequent monitoring and reporting on activities, presenting progresses and successes.
2. Produce and deliver papers and reports for the AUBD Board.
3. Regularly monitor performance via available channels e.g. Charity Log, website use/ Google Analytics and Freephone call log reports and implement changes for continuous improvement, to ensure good customer experience for members and users.
4. To oversee the maintenance, updates and review of memberships on the designated systems.
5. Maintain accurate records, ensuring paperwork is signed and correctly completed, updating as required.

Quality (Q)

1. Ensure effective operation of the AUBD administrative processes and ensure office systems and procedures are subject to continuous improvement.
2. Ensure that AUBD complaints are dealt with in a timely and professional way.
3. Provide a high level of customer service to internal and external customers.
4. Protect the AUBD and Age UK Notts brand by notifying members when guidelines are contravened.

Charity Focus (CF)

1. Ensure AUBD and Age UK Notts fulfil their legal obligations under relevant Trading, Charity, Data Protection and other Acts. To ensure adherence to AUBD/Age UK Notts policies & procedures.
2. Monitor and regulate brand misuse by member companies.
3. Support with achieving targets, understanding the positive impact of AUBD's profitability & charged for services impact.

Team Work (TW)

1. Ensure a good working relationship with the AUBD team to ensure membership retention and new recruitment is maximised.
2. Support the First Link team to ensure they are fully trained to handle incoming enquiries.
3. Facilitate positive working relationships.

Specialist Knowledge (SK)

1. Regularly review, maintain, and update the AUBD websites.
2. Attend training and develop relevant knowledge and skills.

Leadership (L)

1. Effectively line manage and support AUBD team member(s) providing individual support through regular 1-2-1's, annual reviews and monitoring timesheets, in a manner which provides a continuity of service for customers.
2. Effectively line manager AUBD team member(s) to deliver excellent customer service, follow systems, processes, policies and procedures and achieve departmental budgetary targets.
3. Chair team meetings and encourage positive teamwork.
4. Champion and promote charged for services across Age UK Notts

Please note that all posts within the charity carry this level of expectation.

Charity Responsibilities - Standard Clauses

Your Needs

- You will keep under review your own developmental needs, keep yourself informed of current issues and be alert to the Age UK Notts training programmes and policies and attend all supervision meetings advised by your line manager. It is your responsibility along with your line manager to identify training and development needs and to inform your line manager of these (C&C, P&O).

Equality, Diversity and Inclusion

- You will uphold the Age UK Notts Equality, Diversity & Inclusion policies and practices thereby promoting fair and quality services to all. If Age UK Notts deem you have breached any of these policies this may be dealt with under the disciplinary procedure. All policies can be viewed on the Oracle - please ensure you refer to the Equality, Diversity & Inclusion Policy and the Bullying and Harassment Policy (Q, CF).

Health and Safety

- You will take reasonable care for your health and safety and have regard to other persons who may be affected by the performance of your duties, in accordance with the provisions of Health and Safety legislation and actively encourage, promote and reinforce all Health and Safety procedures in accordance with the guidelines laid down in the Age UK Notts Health and Safety Manual (Q).
- You will exercise proper care in handling, operating and safeguarding any equipment or appliance provided, used or issued by Age UK Notts or provided by a third party for individual or collective use in the performance of your duties (Q, C&C).

Safeguarding

- You will raise any concerns regarding safeguarding and report all allegations of abuse in line with the Age UK Notts Safeguarding policy (Q, CF, C&C).

Customer Care

- You will promote and deliver services in a way which is sensitive and responsive to those receiving such services and be aware of and implement the Age UK Notts customer care policies and service level agreement requirements (if applicable) (C&C, Q, CF).

Professional Integrity

- You will maintain at all times the professional integrity of the Charity and represent its main interests in any dealings with other bodies, groups and individuals (CF, Q).

Quality Assurance

- You will uphold and proactively contribute to the Age UK Charity Quality Standard (Q, CF).

Other

- Participate in, and promote fundraising & income generation (CF, C&C).
- Promote all Age UK Notts services and trading products (CF).
- You will attend staff meetings, the annual staff conference and other meetings as requested in order to keep up to date with information within the Charity (CF, C&C, Q).
- You will provide for your line manager regular timesheets, and any other reports or information as required (C&C).
- You will carry out any other specified tasks that may be reasonably required by the relevant Manager, with the proviso that any changes of a permanent nature will be included in the job description (TW).

This job description is intended as a summary of the main elements of the job described. They may be varied from time to time in consultation with the job holder without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

I confirm that I have discussed the content of this Job Description with my line manager and that I understand its content.

Name of Employee:

Signature of Employee:

Date:

Name of Supervisor:

Signature of Supervisor:

Date:



Person Specification

Operational Manager – Sales

Please indicate on enclosed application form evidence to show why you fulfil each individual point below:

Essential Requirements

1. Proven sales, negotiating, and influencing skills. (C&C)
2. Excellent communications skills, with the ability to communicate ideas in a clear and concise way, both verbally and in writing. Ability to write letters, emails and marketing, adapting communication style to suit the audience. (C&C)
3. Experience of handling complaints from members of the public and experienced user of techniques for dealing with difficult people. (C&C + CF)
4. Knowledge of housing, businesses and traders. (SK)
5. Able to demonstrate and understanding of the principles of marketing and the importance of branding. (C&C)
6. Analytical, with the ability to quickly interpret information, news, data and research and produce written and verbal reports. (P&O)
7. Ability to meet deadlines and remain calm under pressure. (P&O)
8. Ability to manage a team and work alone using your own initiative to plan a productive working day. (TW & P&O)
9. Must be proficient in the use of MS Office, particularly Excel and Word, Internet, email (Outlook) and ideally basic level knowledge of using a database. (R&M & SK)
10. Knowledge and understanding of Equality, Diversity & Inclusion issues and a commitment to implement the Age UK Notts Equality, Diversity & Inclusion policy. (C&C, Q, TW, CF)

Desirable Requirements

1. Experience of using Charity Log or similar CRM database. (R&M & SK)
2. Experience of editing and managing websites. (SK)
3. Working knowledge of major social media channels especially Facebook & Instagram. (SK)
4. Experience of working with older and/or vulnerable people. (CF)
5. An understanding and awareness of the needs and challenges of managing a service reliant on providing a high-quality Customer Service and the influence of other related brands. (Q)



Summary of Main Conditions of Service Operational Manager – Sales

Salary:	£26,024.63 per annum, AUNN Band F
Start Date:	As soon as possible
Hours of Work:	37 hours per week Age UK Notts consider a full-time working week to be 37 hours, Monday to Thursday 9.00 a.m. to 5.00 p.m. and 9.00 a.m. to 4.30 p.m. Friday with 30 minutes for lunch (which is unpaid). Age UK Notts operates a scheme of flexible working hours.
Holidays:	24 working days (pro rated for part time hours). Employees are granted 8 Public Holidays. One additional days leave is added to the annual leave entitlement for each year of service up to a maximum of 8 additional days.
Mileage Allowance:	Currently 45p per mile.
Pension:	The Charity will contribute 4% of basic salary into our NEST pension scheme after 3 months service, with an employee minimum contribution of 4% (in line with auto-enrolment rules). However, employees may contribute more than the minimum required employee contribution.
Place of Work:	Home & Field (Nottinghamshire)

N.B. Due to financial constraints, applicants who are not short-listed will not be notified. If you have not received an invitation to attend an interview within three weeks of the closing date you may assume that your application has not been successful.

Additional Information

Attendance at meetings in and around Nottingham & Nottinghamshire will be required on a regular basis.