



## Job Description and Person Specification

<b>Job Title</b>	Ryecare Marketing & Administrative Officer
<b>Department</b>	Housing
<b>Reporting to</b>	Ryecare Manager
<b>Grade</b>	5

### Job Purpose

To extensively promote the Ryecare lifeline service raising awareness in the local area to maximise income in line with the Ryecare Business Plan.

Produce marketing material and a marketing plan. Give presentations to groups of prospective clients and organisations.

Produce draft press releases.

Attend multi-agency meetings to raise awareness of the service.

To assist the Ryecare Manager by producing statistical reports and provide monthly updates for performance Indicators and preparation of the quarterly performance report to both monitor and improve the service.

Assist the Ryecare Manager with monitoring budgets, review and if necessary amend the Business Plan identifying new streams of income.

To co-ordinate all referrals, liaise with Ryecare staff and the Community Team Officers who undertake all installations, maintenance and testing. To follow up any enquiries about the service and be aware of hospital discharges etc to give the best possible quality service to our customers.

Keep up to date records of all monitoring, testing and maintenance of equipment. Regular stocktaking of equipment in all areas, whether in use, in stock or faulty. Ensure any faulty equipment in use is replaced immediately. Be proactive in ensuring all testing, battery and equipment changes are up to date.

Raise purchase orders and administration of all accounts relating to the service including debt recovery.

The post holder will be called upon to handle calls in the call centre to cover staff shortages. (this could be outside office hours). Also will assist with the installation and testing of lifelines as and when required when work demands are high.

The post holder will arrange the rota and ensure cover for holidays and sickness where needed and the monitoring of the Relief Operators to ensure hours are allocated according to the relevant individual contracts

### **Job Context**

To actively promote the Ryecare Lifeline Service in the local area to raise awareness.

Building relationships with other partnerships to work together to spread the word about the quality local service Ryecare provides.

To increase referral rates from others to maximise income.

To consult with customers to provide a service they require – individual to their needs.

To ensure the administration of the Ryecare service is managed on a day to day basis

Provide up to date data for service improvement to meet the needs of the Council Plan

### **Operational Duties**

- Ensuring that duties are carried out with full regard to the Council's policies, including Equal Opportunities, Safeguarding, Equality and Diversity, Health and Safety and Information Governance.
- Responsible for raising awareness of the benefits of the Ryecare service. This involves individual or group presentations. Designing or updating promotional literature and distribution of this throughout the district.
- The Council takes seriously its responsibility to safeguard and promote the welfare of children and young people and to protect adults at risk. There is an expectation that all staff will positively demonstrate their awareness and support to this commitment.
- There is a need for strong IT skills and the will to develop them further
- The post holder will co-ordinate the work of the Community Team. Handle any enquiries relating to the service, converting these into new installations. Produce and raise all paperwork ready for installation, processing forms on return. Setting up accounts and monitoring testing, equipment and batteries for all Ryecare customers. The post holder is responsible for monitoring stock levels and raising purchase orders for any equipment or stationary the service requires.
- The post holder will be responsible for ensuring adequate shift cover in Ryecare and will calculate and record staff's annual leave and bank holiday entitlements.

- During the Managers absence you will be responsible for reporting any operational or contentious problems to a senior manager for appropriate action to be taken.
- Undertake annual customer satisfaction surveys, analysing results.

### **Creativity and Innovation**

- To provide professional advice and responses to all calls.
- To have an interest and awareness of the whole service. To be commercially aware and suggest ideas to improve it to maximise income and offer added value to customers.
- To support the Ryecare Manager to provide excellent customer service
- To continually look at implementing new ways of working, challenging assumptions in the delivery of the service, ensuring the service is customer focussed.
- Post holders will be expected to multi-task, remain calm and caring even when pressurised and in stressful emergency situations.
- Good prioritisation skills and planning skills are essential to provide a pro-active rather than reactive service. Efficient route planning required as visits will be conducted throughout the district and into York.

### **Contacts and Relationships**

- Ryecare deal with a wide range of customers and contracts throughout the North Yorkshire region. Post holder must work extensively with others across and within the organisation and with contract customers throughout the North Yorkshire district building and maintaining strong relationships
- Sharing information is imperative as it enables Ryecare to streamline the operational side of the business. Staff are encouraged to share any shortcuts they have found to improve the overall running of the call centre and encourage efficiencies if possible.
- Strong relationships should be maintained with all private users of the service to encourage confidence in the business.

### **Project and Programme Management**

- Will assist the Ryecare Manager with projects as and when required.

### **Information Management and Performance Reporting**

- Assisting with the mailing the Customer Satisfaction Survey annually, collating and analysing results, working with the Ryecare Manager to continually improve the service offered.
- Production of standard reports.
- Responsible for regular stock control of all equipment, whether in use, in stock awaiting repair or missing. Keeping a record of stocktakes for audit purposes.
- From these records responsible for ordering replacement stock upon agreement from the Ryecare Manager
- Knowledge and experience of a wide range of IT packages is required to fulfil this role. Post holder will assist the Ryecare Manager with direct mailings.
- Ensure all procedures held in Ryecare are regularly reviewed and updated.

NB The above list of duties is neither exclusive nor exhaustive. The post holder will be expected to undertake other duties commensurate with the responsibility level of this post.

## Requirements of the Post

	Essential	Desirable
<b>Qualifications / Training</b>	<ul style="list-style-type: none"> <li>• Minimum of 5 GCSE's including English and Maths at level A-C or equivalent</li> <li>• Proficient in a wide range of IT packages and willing to continue to learn</li> <li>• Safeguarding training and awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Dementia awareness</li> <li>• Mental Health Awareness</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• In depth awareness, knowledge and adherence to Information Governance/Data Protection principles.</li> <li>• Awareness, knowledge and commitment to Equality &amp; Diversity and Health &amp; Safety legislation and of safeguarding responsibilities.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and understanding of local government and of the areas of responsibility.</li> <li>• Of working in a sales driven post</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Of working in a sales or marketing environment</li> <li>• Of working in a customer focussed environment</li> <li>• Highly effective communication skills – ideally with an elderly client group</li> <li>• Of dealing with people from all walks of life</li> <li>• Able to deal with emergency situations and make on the spot decisions</li> <li>• The post holder will have strong communication skills, will be able to convey information clearly and effectively at all times.</li> </ul>	<ul style="list-style-type: none"> <li>• Of working with elderly or vulnerable clients</li> <li>• Of meeting budget targets set</li> <li>• Aware of environmental factors that affect the market</li> <li>• Of research and analysing market trends</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Ability to plan, allocate and evaluate workloads, determining work methods to achieve objectives</li> <li>• Ability to seek, evaluate and organise information to aid decision making.</li> <li>• Must have the ability to work on their own initiative within a framework of procedures and follow procedures correctly</li> <li>• Ability to create, maintain and enhance constructive working relationships.</li> </ul>	<ul style="list-style-type: none"> <li>• Approachable, flexible, with a 'can do' attitude</li> <li>• Good listener</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Highest professional integrity.</li> <li>• Emotionally resilient.</li> <li>• Patient, caring , sympathetic, treating customers with respect and dignity</li> <li>• Must hold a full UK driving License as post holder is expected to travel throughout the district in their own vehicle</li> </ul>	<ul style="list-style-type: none"> <li>• Must be able to work as part of a team or lone work.</li> </ul>