

Member Sales Executive



- **Full time contract**
- **Reporting to: Head of Marketing and Comms**
- **Salary £22-24k**

The SRA is growing the number of sustainable places to eat in the UK and making them easier to find and enjoy. We exist for the benefit of those behind restaurants, for those who enjoy restaurants' food and for the planet. We're helping places to eat become more sustainable. We provide a wealth of knowledge, support, tools, resources and accreditations which help organisations and consumers make informed choices about how to run their restaurants or decide where to eat.

Membership of the SRA is open to any food service business, from a Michelin-starred independent to large high-street chain or pub. We have 7,500 member sites, and ambitious plans to grow and help more of the sector to accelerate sustainability.

You'll promote membership to all, including hotels, cafes, universities, workplace canteens, cookery schools and you will help grow our membership base, and on-board supplier members to our programme. You'll report into the head of marketing, and you'll help convert leads into paying customers.

Core activities and responsibilities:

- Working closely with the marketing team, you'll ensure that our campaigns in the sector convert businesses to membership
- You'll proactively target businesses, establishing rapport with the decision maker, and help them to become members
- You'll engage with suppliers that can help our members become more sustainable, and bring them onboard onto our supplier programme
- You'll produce reporting on our pipeline, and member and supplier targets
- You'll help run events focused on growing our membership
- You'll become a trusted advisor to hospitality businesses, and ensure they are able to take full advantage of membership

Qualifications / person spec:

- You'll have great people skills, and be a proven communicator and salesperson
- You'll have a track record of over-achieving and delivering on sales targets
- You'll be friendly, helpful, confident and engaging with members
- You'll be determined and resilient, and able to put yourself in the customers shoes
- You'll enjoy the challenge of making sustainability relevant and urgent to busy people
- You'll be interested in creating a more sustainable food system
- You'll be familiar with CRM systems, and good at keeping up to date records of your activity. Experience using Salesforce highly desirable

To apply:

Visit www.thesra.org/jobs

Please send a CV and brief covering letter outlining how you meet the specific requirements outlined in the person spec to Jobs@thesra.org Successful applicants will be asked to a telephone/Skype interview from w/c 2nd January.

Closing Date for all applications: 19th January, however you are encouraged to apply early as candidates will be reviewed on an ongoing basis through January.