

EAP Business Development Executive

Key Information:

Job Title:	EAP Business Development Manager
Reporting to:	Services Director
Contract:	Permanent, Full-time
Location:	Farringdon, London with remote working and attending client venues as required (Flexible working with 2 days per week in the office or at client meetings, 3 days remote)
Salary:	£35k+10% performance related bonus

Purpose of Role: reporting to the Services Director, your remit, as part of the EAP new business team, will be to build, maintain and convert a sales pipeline attracting new subscribers to our Employee Assistance Programme.

You will be responsible for the sales process through the entire life cycle - generating leads, building relationships, uncovering client needs, setting up appointments, providing demonstrations and closing the sale.

Key Responsibilities:

- Research and develop leads to build an acquisition pipeline of potential clients to grow income across the EAP.
- Responsible for initial 'fact find' meeting with potential clients to identify what they wish to achieve and respond with proposals identifying relevant EAP products to secure new clients to develop income streams for the longer-term.
- Respond to inbound EAP enquiries and set up new business meetings.
- Create engaging proposals and new business pitch decks for new EAP clients, persuading them to select Hospitality Action as their EAP provider.
- Develop a strong understanding of HA's remit and its range of product propositions (EAP, training and fundraising).
- Use CRM and social media platforms for:
 - preparing and owning delivery of new business targets for EAP and regularly reporting progress to ensure objectives and targets are delivered.
 - developing an effective 'warm transfer' of other revenue opportunities to wider EAP team and the Fundraising team.
- Identify and develop opportunities to work with partners to build networks to promote EAP, FR and 3rd party product suite, for example, HR in Hospitality and local hospitality and tourism organisations.
- Attend partner events and speak on behalf of Hospitality Action when required e.g. conferences, exhibitions and stakeholder meetings, and be 'hand's on' supporting at EAP and other charity and related events.
- Willingness to work flexibly and sometimes remotely with occasional out of core hours work (time off in lieu given) as per business need.
- To operate in accordance with all policies, procedures and guidelines of the EAP service.
- Maintain confidentiality in all areas of the role in line with procedures and Data Protection legislation.

- Work with colleagues to foster a co-operative, flexible and team-focused environment.
- Any other duties that may be reasonably required from time to time.

SKILLS, KNOWLEDGE & PERSONAL ATTRIBUTES

Required

- Energetic in the pursuit of new business with a proven track record of securing new business.
- Experience of pitching for new business and creating proposals.
- Excellent networking and relationship building skills.
- Good writing skills and communication skills with an eye for detail.
- Good organisational and planning skills, to manage tasks and prioritise effectively.

Desirable

- Strong team-player who is self-motivated, enthusiastic and passionate about working for Hospitality Action and the hospitality sector.
- Experience using a CRM database and Microsoft Office programmes.
- Confidence in your ability to increase our market share in the EAP and wellbeing space.
- Experience of selling in either the hospitality industry or for a health and wellbeing service provider, e.g. EAP or digital health and wellbeing services.
- An interest in workplace wellbeing or mental health promotion.