

St Cuthbert's Hospice



*Making every day count since 1988*

# Application Information Pack



**Job Title: Sales Representative REF:SR0824**

**Closing Date 01/09/24 | Interview Date 09/09/24**

If you have not heard from us by 03/09/24, please assume you have not been shortlisted.

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Dear Applicant,

Thank you for showing an interest in working at St Cuthbert's Hospice in the role of Sales Representative.

This recruitment pack provides you with some information on who we are, what we do and the exciting vacancy opportunity available.

Our dedicated community of staff, volunteers and supporters are one of our greatest assets here at St Cuthbert's Hospice. As a member of our Hospice team, you will have the opportunity to contribute to a culture in which all those who use our services feel welcome and part of a passionate, caring and supportive community.

We provide specialist palliative and end of life care services, at a time and a place that is right for the person. As a centre of excellence within our community we provide all-embracing, compassionate, and individualised care to all those affected by life-limiting illnesses. Our services can also extend to families and carers who have a care and support role and who, in turn, could benefit from support and advise. Accessibility and high quality are some of our key objectives. Our clinical staff have the enhanced skills to deliver the specialist care across our services. For over thirty years we have put patients and those important to them at the heart of everything we do. We exist to ensure that people with life-limiting illnesses in County Durham can make every day count.

At St Cuthbert's Hospice we are committed to our staff and making the Hospice a great place to work. We offer flexible working, competitive salary, workplace pension, 33 days of paid annual leave, free on-site parking and an Employee Assistance Programme (EAP) for employees and family. Our main Hospice building is situated on the outskirts of Durham in beautiful surroundings, we also have 9 Hospice retail shops around County Durham.

Our staff and volunteers are passionate about the work that we do, and are often motivated to work at the Hospice by their desire to make a difference to local peoples' lives. If you are inspired by the work that we do and share in our values then we are confident that working at the Hospice could be a deeply rewarding career choice for you.

I hope you find this application pack useful in helping you decide whether you are right person for the role.

We look forward to hearing from you.

With best wishes,

**Paul Marriott**  
Chief Executive.

# About Us

## • Our History

Our Hospice started with the local community over three decades ago, a group of Durham residents came together for a common cause. St Cuthbert's Hospice first opened its doors in 1988 to provide services, free of charge, for people with advanced illnesses, people approaching the end of their lives and those who are bereaved.

Everyone who comes to us is an individual and so their care should be individual too.

## • What We Do

Our multi-professional team consists of specially trained doctors, nurses, physiotherapists, social workers, counsellors, occupational therapists, and chaplains. They work collaboratively to ensure our patients are able to discuss their needs and wishes when spending time with us.

As well as our Clinical Services, we have our Enabling Services and Income Generations teams – all working together to ensure the delivery of Hospice services. Our enabling services team includes Finance, Human Resources, Central and Governance Support and our Income Generation Team includes Fundraising, Retail, Lottery, Marketing and Communications.

We employ over 100 paid members of staff and work closely with around 400 volunteers to ensure the Hospice's efficient running. We have a Senior Management Team who are responsible for the day-to-day running of St Cuthbert's. They report regularly to the Board of Trustees.

## • Our Mission

To make every day count for those affected by life-limiting illnesses.

## • Our Vision

To be a centre of excellence within our community and to provide all-embracing, compassionate and individualised care to all those affected by life-limiting illnesses, at a time and a place that is right for them.

## • Our Care

St Cuthbert's Hospice provides free care and support to people with life-limiting illnesses, people approaching the end of life and people that are bereaved. Our specialist care teams can support people at any stage, from diagnosis, to living well with their illnesses to their last days. Whether it's helping with pain relief, supporting a loved one or just being there to listen, we understand that sometimes it's the little things that make the biggest difference.

Hospice care is quite unlike many other types of care. Our teams treat everyone as an individual, spend time learning what is important to them and focusing on delivering care suited to their wishes.

## • Our Values

These define who we are and guide what we do to ensure the highest quality care for those accessing our services and the highest quality experience for staff working here. We are committed to safeguarding and promoting the welfare of adults at risk and children.



# About Us

## • Our Philosophy of Care

At the heart of St Cuthbert's Hospice is the individual who is seen as a unique person deserving of respect and dignity. Our aim is to support each person and their family and friends, helping them to make informed choices and decisions affecting their lives.

Individual care is planned to support the total well-being of each person, taking into account their physical, psychological, social and spiritual needs.

We will work together to provide a warm and welcoming atmosphere that accommodates diverse cultures and lifestyles within a calm and compassionate environment. As a team, we will strive to provide specialist care of the highest standard by ensuring staff are up to date with current research and training.

We are aware of the valuable work undertaken by individuals and agencies in the community and we will work in partnership with them to provide excellent services for the people of Durham. We see life – and death – as a journey to be made in the company of others.

We are rooted in our local community and we approach life and death through a philosophy based on support and hospitality.

## • Our Strategic Goals

- 1 To enable people at the very end of life to achieve a good death in the place of their choosing
- 2 To enable people living with a life-limiting illness who use Hospice services live well and make every day count
- 3 To provide information and support that carers of people with life-limiting illnesses need to provide the care they want to provide
- 4 To support those who have been bereaved as a consequence of a life-limiting illness to adjust to life without their loved one
- 5 To break down the taboos associated with dying, death, loss and grief



# About The Role

Do you enjoy interacting with members of the public? Meeting and chatting with new people? Are you able to lead a conversation? You could be the next member of our growing Sales Team.

As a **Sales Representative** you could earn a basic salary of between £430 – £439 per week plus the potential of earning an additional £180 - £330+ per week in performance-based pay (uncapped commission dependent on sales conversion).\* Post holders therefore have the potential to earn upwards of between £610 - £760+ per week, which is equivalent to an annual salary of between £31,000 £39,000+ per year

Full training provided. This role would suit sales representatives, sales executives, customer service staff, call centre staff, charity fundraisers and others with relevant transferrable skills. If you love talking to people and are passionate about your local community we'd love to hear from you.

## Who are we?

We are St Cuthbert's Hospice - a local well-loved charity providing care and support to people in County Durham with advanced illnesses, the people who care for them and people who are bereaved. For over 30 years we have supported thousands of individuals and families during one of the most challenging times. We now need people with a passion for sales and the drive to increase our Lottery membership to help us keep on caring for all who need us. We are looking for an experienced, highly motivated and organised individual who wants to make a real difference by raising funds for our caring services.

You will be inspiring people, raising awareness of our cause and signing up supporters for our lottery. You would be working on the frontline, engaging with your community via residential door-to-door sales. There will also be the opportunity to talk to people at venues including major supermarkets, garden centres and fundraising events, alongside the opportunity to meet with people already aligned and engaged with our charity in our Hospice shops.

## As a Sales Representative you'll be:

- Engaging with your community via residential door-to-door sales
- Talking to people at venues including major supermarkets, garden centres and events
- Promoting the lottery to people on the phone
- Identifying, negotiating, and winning new customers daily
- Delivering excellent customer experience and knowledge during each interaction
- Striving to exceed KPIs and targets to benefit from commission
- Building relationships with peers and key stakeholders across all business units

## Benefits:

- Uncapped Commission
- Branded clothing provided
- Blue Light Card eligibility
- Flexible schedule
- Company pension (optional)
- Cycle to work scheme
- Annual leave entitlement
- Training and development opportunities
- Wellbeing and welfare support via a quality EAP (Employee Assistance Programme)

## Want to discuss the role further?

If you'd like to discuss the role and or any questions you might have at this stage, please do get in touch.

Angela Lord Sales Manager, Retail & Lottery 0191 386 1170 [angela.lord@stcuthbertshospice.com](mailto:angela.lord@stcuthbertshospice.com)

Dominique Stacey Operations Manager, Retail & Lottery 0191 386 1170 [dominique.stacey@stcuthbertshospice.com](mailto:dominique.stacey@stcuthbertshospice.com)

\* Based on full time contracted hours (37.5 hours per week) and includes commission. Basic salary would be pro-rata salary depending on contracted hours and commission would be dependent on sales performance).

## About The Role

## Why Work For Us

We are committed to making St Cuthberts Hospice a great place to work supporting the provision of excellent services for the people of Durham. If you are ready for an exciting opportunity that will not only impact on patient care but will be motivating and rewarding on a personal level this post could be for you.

As well as being part of a passionate team of people, benefits available to employees include:

- Competitive Salary
- Enhanced annual leave. 5 additional days above statutory entitlement. (33 days in total, rising to 35 after 5 years' service. Further enhanced rate of 38 days after 2 years' service for medical staff)
- Pension Scheme – matched contributions up to 5%
- NHS pension scheme for eligible employees
- Employee Assistance Programme
- Cycle to Work (Save up to 42% on the cost of bikes and equipment)
- Flexible working
- Training and development opportunities
- Health and wellbeing initiatives
- On-site catering facilities at our Coffee Shop
- Free parking (at Hospice site)
- Staff Discounts such as BlueLightCard and Charity Discounts

In our recent survey, we asked our staff to describe what it is like to work at the Hospice. Some of the words they used were rewarding, supportive, friendly, worthwhile, fulfilling, as well as being busy and challenging.

“I feel privileged to work at the Hospice.”

In our recent survey, 92% of respondents said they would recommend the Hospice as a place to work.

100% said that if a friend or relative needed treatment, they would be happy with the standard of care provided by the Hospice.

# Equality and Diversity Commitment

St Cuthberts Hospice values diversity and is committed to creating an inclusive culture. As part of our application process, we request applicants complete our equal opportunities form. Reasonable adjustments to the interview and application process can also be made for any candidates, please contact us at [recruitment@stcuthbertshospice.com](mailto:recruitment@stcuthbertshospice.com)

## How to Apply

We hope this pack has given you all the information you need to apply for this role.

We would love to hear about why you want to work at St Cuthbert's Hospice, the job description and personal specification can be found below to help to develop your application in line with the requirements of the role.

However, if you have any questions about what we do at St Cuthbert's Hospice, the role, or need more practical information, don't hesitate to get in touch. For an informal discussion about this post please contact:

Angela Lord Sales Manager, Retail & Lottery 0191 386 1170 [angela.lord@stcuthbertshospice.com](mailto:angela.lord@stcuthbertshospice.com)

Dominique Stacey Operations Manager, Retail & Lottery 0191 386 1170 [dominique.stacey@stcuthbertshospice.com](mailto:dominique.stacey@stcuthbertshospice.com)

If you have all the information you need and are ready to apply, you can download an application form from our website or to request a hard copy please contact the HR team on 0191 374 6174 or email [recruitment@stcuthbertshospice.com](mailto:recruitment@stcuthbertshospice.com)

Please note we do not accept CVs.

This post is subject to the Rehabilitation of Offenders Act (Exceptions Order) 1975 and as such it will be necessary for a submission for Disclosure to be made to the Disclosure and Barring Service (formerly known as CRB) to check for any previous criminal convictions.

The recruitment process for all Hospice roles will involve an interview and the process for some roles may also include a presentation or task.



# Job Description

## Sales Representative

**Department:** Income Generation

**Grade:** 2

**Responsible to:** Operations Manager, Retail & Lottery

**Hours:** up to 37.5hpw

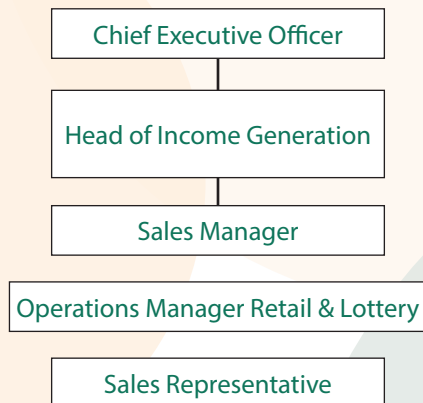
**Salary:** £22,369 to £22,877 per annum plus commission.

**Contract:** Permanent

### Aim

To be an ambassador for St Cuthbert's Hospice as part of the Lottery Team, signing up members to the daily lottery through door to door canvassing and at events and venues, ensuring daily, weekly and monthly targets are met.

### Organisational Chart



### Key Responsibilities

#### Communication and relationships

- To be in close contact with other members of the Lottery Team to monitor progress against the business plan and adapt the plan based on performance to date.
- Communicate the opportunity of lottery membership to the general public without pressurising or damaging the reputation of the Hospice
- Work co-operatively with staff of the One Wish lottery.
- Build good relationships with local venues and increase the likelihood of return visits

#### Analytical and judgemental skills

- Judge how best to attract and engage potential members
- Identify how other lottery providers are working to assess their strengths and weaknesses and identify opportunities for and threats to the Win Win lottery.

#### Planning and organisational skills

- Attend organised events and corporate presentations to promote the lottery
- Identify venues and plan canvassing activity with the support of the Lottery Manager
- Recruit lottery members, primarily via direct debit instruction.
- Achieve target key performance indicators
- Complete and return all relevant activity reports and timesheets as required.



## Patient/Client Care

- To create an attractive and engaging marketing presence to include erecting displays stands, pop-up sales venues, and other marketing aids and promotional literature/materials.

## Physical skills

- Actively pitch to sufficient members of the public each day, consistent with achieving a target number of daily new memberships.
- Ability to use a PC and tablet to input customer data.

## Patient/Client Care

- To create an attractive and engaging marketing presence to include erecting displays stands, pop-up sales venues, and other marketing aids and promotional literature/materials.

## Policy and Service Development

- Contribute to the development of appropriate standard documentation for the lottery ensuring that it is compliant with best practice and gambling and fundraising legislation and regulations.
- Ensure compliance with all Hospice policies and procedures

## Financial and Physical Resources

- Achieve agreed performance targets
- Ensure all lottery numbers and stakes are correctly recorded and publicised, money banked and accounts reconcile
- Report as necessary any faults re: equipment or office accommodation and ensure the safety and security of the building is met
- Care of all equipment, membership recruitment aids and clothing provided.

## Knowledge and Training

- To undertake all training required by the Hospice to ensure the role is compliant with gambling and fundraising regulations, as well as lone working policies and procedures.
- To understand the requirements of the Data Protection Act and the responsibilities of the role in regard to data processing and use.
- To remain up to date with Hospice strategy and services in order to give informed answers to questions from members and prospective members.

## Human Resources

- Provide advice and instruction within own area of work to new or less experienced staff and or volunteers
- Participate in annual appraisal and personal development, undertaking training and mandatory training where appropriate.

## Information Resources

- Responsible for reviewing and checking own data held on the HR web version is up to date and accurate and report any inaccuracies to the HR department.
- Generate ad hoc reports to provide timely responses to requests for information
- Process information in accordance with the law and Hospice policies and procedures
- Ensure that lottery records are at all times secure, and that records of transactions are accurate, maintained and kept up to date on a weekly basis

## Research and Development

- Continually look for ways to improve the quality of the service one provides to customers
- Stay abreast of developments in the lottery sector

## Freedom to Act

- Take responsibility for own area of work using own initiative and acting independently within appropriate occupational guidelines, referring to the Lottery Manager where necessary.

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## Effort & Environment

### Physical

- Frequent requirement to assemble stands and promotional displays.

- Nature of the work will involve long periods of time canvassing/selling

## Mental

- Concentration is required when answering questions from the public and processing customer information

## Emotional

- Occasional exposure to distressing or emotional circumstances when dealing with the public

## Working Conditions

- This is primarily an outdoor role with consequent exposure to inclement weather conditions
- Hours will be worked within the hours of 10.30 to 20.00 with regular weekend working and occasional bank holiday working.

## Data Protection and Confidentiality

- All employees have a responsibility in line with information governance to maintain confidentiality and ensure the principles of the General Data Protection Regulation and Data Protection Act 2018 are applied to patients, clients, staff, volunteers and Hospice business information, including electronic information. Only information required to fulfil the duties of the role should be accessed by the post holder.
- All employees have a responsibility to use electronic systems in a way that preserves the dignity and privacy of people, helps to ensure services of the highest quality, and is compliant with the law and Hospice policies and procedures

## Health and Safety

- The Hospice will take all reasonably practical steps to ensure the health, safety and welfare of its employees while at work. Employees will familiarise themselves with the Health and Safety Policy and procedure as well as the fire procedures and ensure a safe working environment for self and others in line with these.

## Safeguarding

- All employees should make themselves aware of the policies and procedures of safeguarding, take personal responsibility as far as is reasonably practicable, to safeguard children and vulnerable adults, complete statutory and mandatory training and take appropriate action as set out in the Hospice's policies and procedures.

## Infection Control

All employees have a responsibility to ensure the risk of infection to themselves, colleagues, patients, relatives and visitors is minimised by:

- Attending mandatory training and role specific infection prevention education and training
- Challenging poor infection prevention and control practices
- Ensuring their own compliance with Hospice Infection Prevention and Control policies and procedure.

## Equal Opportunities

- The Hospice welcomes all persons without regard to race, religion or belief, age, gender re-assignment, sex, sexual orientation, pregnancy or maternity, marriage or civil partnership, physical or mental disability. The Hospice aims to provide services in a manner that enables all members of the community to access them.
- Employees must behave in a non-judgemental manner that respects the differing needs and cultures of others.

**Note:** This post is deemed to require a Disclosure check via the Disclosure and Barring Service. Therefore it will be necessary before the appointment to contact the DBS to check on any relevant criminal background.

This job description is not intended to be an exhaustive list of duties and responsibilities of the post and the post holder may be requested to carry out duties appropriate to the grade of the post.

The post may change over time to meet organisational/personal requirements, and this job description may be changed after consultation with the post holder

Some Flexibility in the hours worked will be essential at times to meet demands placed on our service.

The post holder shall perform their duties at any other reasonable location to which they may be directed from time to time by the Employer

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### **Job Description Agreement**

**Signature of Post holder:** ..... **Date:** .....

**Signature of Manager:** ..... **Date:** .....

# Person Specification

<b>Post Title:</b> Sales Representative		<b>Grade:2</b> <b>Department:</b> Income Generation		
<b>Criteria relevant to the job</b>	<b>Essential</b> Requirements necessary for safe and effective performance in the job	<b>Method of Assessment</b>	<b>Desirable</b> Where available, elements that contribute to improved/immediate performance in the job	<b>Method of Assessment</b>
Qualifications and Training	GCSE English and Maths at grade C(4) or above/or equivalent qualification	Application form	Customer services, sales or relevant qualification	Application form
Experience	Working in a customer-facing role Working in a sales-oriented/ promotions environment Demonstrable experience of achieving workplace goals/targets Good record-keeping, with attention to accuracy and detail	Application form	Experience of initiating customer contact, either on the sales floor, door to door canvassing or venue based.  Experience of working remotely from a central HQ base	Application form
Skills and Knowledge	Ability to persuade with respect Ability to quickly build a rapport with members of the public Ability to adapt approach to suit different individuals and situations Ability to organise and manage own workload Working knowledge of MS Office software Able to convey detailed information succinctly, accurately Excellent communication skills, including strong listening skills	Application form/ interview	Knowledge of gambling and fundraising regulations	Application form
Personal Attributes	Able to evidence behaviour consistent with the Hospice values of professionalism, choice, integrity. Respect, compassion and reputation  Patient and friendly approach to people  Self-motivated and target-driven  Resilient with a positive outlook  Capable of working in both a team and on your own	Interview		
Special Requirements				

**Signature of Post holder:** ..... **Date:** .....

**Signature of Manager:** ..... **Date:** .....

### **Accessible Information**

If you would like a copy of this leaflet in large print, an audio format, explained in your own language or any other format, please let a member of the team know and we will do our best to support this.



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St Cuthbert's Hospice, Durham is registered by the Charity Commission  
as a Charitable Incorporated Organisation.  
Charity Number: 519767 VAT Number: 997305770.  
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