



Job role: Financial Services Telephone Marketing Executive

Reporting to: Managing Director

Salary: Basic OTE £20k-£25k per annum with performance-based rewards

Role Type - Contract to Permanent

Who is Citrus Ornge?

Citrus Ornge is a specialist performance marketing, technology, and publishing business that are experts in high-end B2B and B2C lead generation. We provide bespoke digital marketing products aimed, not at your business, but at your customers. We know exactly where your customers are and how best to reach them. And that's what we do.

What we are looking for

The business is in the second phase of our growth plans to build a team of telephone-based appointment setters for our Financial Services lead generation offering. We are looking for an ambitious self-starter telemarketing person to drive this growth. With proven experience performing within a telemarketing environment you will know what it takes to exceed targets.

Financial Services Telephone Marketing Executive

Using your excellent interpersonal and rapport building skills, you will be able to influence our customers to book financial services appointments, confirm and validate business decisions makers details over the phone. This is a role with a difference as we will generate the web-driven leads for you, via our tried and tested digital marketing tactics and our own website proposition 'UKeo' (www.ukexpertsonline.com), with very little cold calling (albeit some will be required to meet your goals).

Instead of a headset you will be given a mobile phone and will be based in the vibrant creative space, Platf9rm, in Hove Town Hall. You will be part of something compelling, which will provide you with job satisfaction. You will be accountable for delivering profitable revenue growth; booking appointments that actually sit (confirm) and will be targeted on the success of each opportunity you create. You will be measured by converting sales opportunity pipeline management and monitoring performance versus KPI's to achieve all targets.

This person is the first in the role with this job function and will be joining a team of nine but will have the opportunity to share this role and lead from the front over time.

Key Responsibilities

- Contribute to proactive marketing campaigns
- Qualify leads and schedule sales appointments
- Reactively make outbound calls to generate or re-generate sales opportunities
- Accurately respond to customer requirements/requests within the stated time frames (support with quotes, order processing, product information, order tracking details)

- Identify new revenue opportunities through analysis of internal and external data points
- Leverage product promotions and other incentives
- Quickly demonstrate a broad understanding of our clients and their financial services solutions and articulate the value proposition to generate new opportunities
- Provide detailed performance reports to key stakeholders
- Assist with tradeshows and other events

This list is not exhaustive, and you may be called upon to carry out other tasks and duties that can be reasonably expected within the scope of your role.

Person Specification

Essential competencies

- Highly motivated and target driven, committed to meeting goals
- Excellent selling, communication and negotiation skills
- Takes personal responsibility for seeing something through to the end
- Works to improve against past performance
- Proactive desire to meet customers' needs and expectations
- Able to manage time to optimise and the ability to achieve targets

Experience and Knowledge

- Proven telemarketing/sales experience in a customer (B2C) focused environment

Skills

- Able to develop a positive ongoing working relationship with new and existing customers to achieve sales targets
- Able to identify additional sales opportunities
- Able to manage time to optimise and the ability to achieve targets
- Able to work in a fast-paced customer focused environment
- Understanding of some financial services would be a distinct advantage

Qualifications

- GCSE (or equivalent) grade C in Maths and English

Benefits:

- Competitive Basic Salary (OTE £20k-£25k per annum)
- Pension scheme with employer contribution
- 28 days Annual Leave (inclusive of Bank Holidays), increased for long service
- Performance-based rewards
- Opportunities for career development with an ambitious and growing company
- An exciting and bustling working environment with a group of passionate people

Please apply with a cover letter and your CV and send to jobs@citrusorange.com
Closing date for applications: January 31st 2020

To learn more about Citrus Ornge and our subsidiary company UKeo, visit our websites!

<https://www.citrusorange.com/>
<https://www.ukexpertsonline.com/>