

Job Description

Post:	Referral Generation Officer
Location:	Based in Ipswich
Hours:	Approx 20 hours a week (flexibly to meet service needs)
Salary:	£18,000 per annum pro rata (depending on experience) For 20 hrs this equates to £9,600. 1% company pension contribution rising to 3% by April 2019 Potential bonus depending on performance.
Responsible to:	Health Checks Lead
Purpose of job:	To generate Health Check appointments
Key Relationships:	Health Checks Lead Marketing and Campaigns Lead Delivery staff Administrative staff Key stakeholders

Background information:

MoreLife deliver integrated healthy lifestyle services as part of OneLife in Suffolk, alongside Quit 51 for Smoking Cessation and Tobacco Harm Reduction.

The offer includes the following:

- An engagement team which will be central to supporting the whole of the OneLife Suffolk offer;
- Adult & child weight management services,
- Physical activity for people with Long Term Conditions and Health Walks
- Smoking cessation interventions and campaigns delivered by Quit 51
- NHS Health Checks (Outreach)
- Training & Awareness Raising including MECC
- Public Health Campaigns and Events

The post holder will also need to be aware of and committed to the vision, policies and practices of the organisation.

Job purpose:

To maximise the effectiveness of the Health Check Practitioners by producing high quality leads and working as a team towards agreed set targets.

To provide a high level of referral general leads by ensuring all queries are responded to in an efficient, professional and timely manner.

To follow up Health check leads and generate health check appointments.

Key responsibilities:

1. Identify opportunities, produce leads and book appointments for the health check practitioners with the emphasis on high quality leads.
2. Proactively follow up leads generated from marketing campaigns.
3. Use of initiative to identify and follow up opportunities with companies/clients who are not already on the database
4. Manage the database to a high degree of accuracy to ensure targeted marketing activity can take place to generate new business
5. Work closely with the marketing team to achieve target numbers for health checks
6. Liaise effectively with all services within OneLife to ensure customer requirements are met.
7. Contribute to the team performance by sharing and implementing Best Practise Ideas.

Governance

To be accountable for Quality & Governance Framework, Health & Safety, Safeguarding, IG and Risk across the whole of the contract.

To maintain a positive attitude to Quality, Health and Safety, Safeguarding, IG and Risk in carrying out personal responsibilities and to ensure staff compliance with Health and Safety policy/local rules/Codes of practise relating to Quality Improvement, Clinical Governance, Health and Safety, Safeguarding, IG and Risk.

Equal Opportunities

Post holders must at all times carry out their job responsibilities with due regard to the MoreLife's Equal Opportunity policy.

Employee specification

1. Minimum 'O' level/GCSE Maths and English
2. At least one years telesales/sales experience.
3. Outgoing personality who is not afraid to make outgoing telesales calls.
4. Excellent interpersonal and communication skills.
5. Excellent Information Technology skills with the ability to rapidly acquire new skills.
6. Ability to use own initiative and work flexibly as part of a team to tight deadlines. In addition, an adaptable and flexible approach to work, including the ability to work evenings and weekends when required.
7. Ability to present a professional image with internal and external stakeholders.