

HACKNEY HERBAL //

JOIN OUR TEAM // Business Development Lead

ABOUT THE ROLE

We are looking for someone to join our team and work with us in an exciting new Business Development role to help us grow as a social enterprise. This business development and sales-focused role is centred around reaching out to new leads/potential clients as well as nurturing the relationships of our existing client base. The successful candidate will work alongside our team to help secure more bookings for our workshops and events. As a social enterprise this work forms the majority of our income and the profits generated are what fund our community programme. We see this role as being instrumental to the growth of the business and are looking for someone dedicated to supporting us with this goal. Please see the [Book Us](#) page of our website to get more of a feel for this part of our work.

Terms of Contract:

- 15 hours per week, £20 per hour
- Work hours to be spread across at least 2 weekdays
- Monthly commission earned based on reaching monthly targets
- Freelance Contract from April - December 2024. Contract renewal based on available funding and performance/meeting sales targets

Reports To: Director

Location: The role is based at our studio on Well Street, E9 7PX with some home working and travel around London for events

Start Date: April 2024

Deadline to apply: 10am Friday 8th March 2024

HACKNEY HERBAL //

ABOUT HACKNEY HERBAL

Hackney Herbal is a social enterprise that promotes wellbeing by creatively connecting people with herbs. We deliver nature-based activities to allow people to come together, share ideas and learn together. We provide supported opportunities for local people to improve their mental health by connecting with plants, the land and others in our community. To financially support this free community work we run a variety of workshops for corporate wellbeing days, members events, private parties, celebration events, brand launches and PR events. Our workshops are designed around the themes of herbal remedies, self care, urban gardening and nature connection. As a social enterprise we use all the profits generated from ticketed workshops, privately booked herbal events and herbal tea sales to fund free nature based activities that support people in Hackney to improve their mental health.

Look us up here: www.hackneyherbal.com Instagram [@hackneyherbal](https://www.instagram.com/hackneyherbal)

KEY RESPONSIBILITIES

- Identifying and reaching out to new prospective clients and partners
- Preparing proposal documents to send to clients
- Nurturing existing client relationships and securing repeat workshop/event bookings
- Responding to in-bound booking requests
- Attending networking events in person and online
- Attending some of our own workshops and events
- Managing and updating our client database
- Creating and maintaining a CRM
- Gathering and collating feedback from clients after events
- Contributing into strategic planning relating to sales and marketing
- Working towards monthly targets
- Managing and maintaining Sales administration
- Reporting to the Managing Director weekly

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PERSON SPECIFICATION

ESSENTIAL

- Demonstrated competence, confidence and experience in selling services to businesses/corporates, charities and institutions
- Previous experience in B2B sales
- Confidence in networking, forming relationships and building rapport with customers, clients and partners
- Competent digital skills such as using email, online calendars, CRMs and producing and editing documents using Google Drive including Google Docs/Sheets/Slides
- Confidence using social media networks (Instagram, LinkedIn, Twitter) for networking, research and lead generation
- Excellent communication skills, and confidence with in-person dialogue, telephone calls and video calls
- Highly organised with high level of attention to detail
- Coachability, able to learn how to sell using the "Hackney Herbal Way of Selling"
- Creative and quick thinking with the ability to problem solve and negotiate
- Ability to follow instructions and procedures and able to ask for help when needed
- Capability to work in a team as well as working independently if required
- Excellent time management and commitment to meeting deadlines
- Passionate about health and wellbeing, nature connection, social enterprise, and sustainability

DESIRABLE

- Previous experience or involvement working in business development and/or sales for a social enterprise or small business
- Previous experience working within a social and/or environmental organisation
- Previous experience in organising and/or delivering events and/or an understanding of what is involved

HACKNEY HERBAL //

- Have an existing business network and proactively utilise existing contacts to drive business growth
- Based in Hackney or close by

REQUIRED AVAILABILITY

- Available to start in April 2024
- Onboarding: 2 month probationary period - initially based at our studio on Well Street, E9 7PX with requirement to attend workshops happening around London. Option for some flexible/home-based work during this time.
- After onboarding the role will be flexible in terms of working from home but will require some attendance of in-person meetings, events and networking in Hackney and across London.
- Core hours to be worked daytime Monday - Friday with some evening and weekend work required for attending events.
- Potential to extend the job contract beyond December 2024 based on available funding and sales targets being met.

BENEFITS OF THE ROLE

- Working as part of a friendly and supportive team
- Contributing to the mission of a small social enterprise
- Opportunity to gain experience and skills in business development of a social enterprise
- Mentoring and support as part of career development
- Opportunity to attend our programme of workshops and events and deepen your knowledge in herbalism, growing and nature connection

HACKNEY HERBAL //

HOW TO APPLY

To apply please send a copy of your CV (no longer than 2 pages) and a 1-sided A4 Cover Letter explaining how you meet the requirements (essential and desirable) mentioned above. Please make sure to explain the following:

- Why you are applying for the role?
- What experience you have which makes you suitable for the role?
- What you are hoping to get out of the role?
- What sets you apart?

As this is a part-time role, please also confirm your availability in terms of which days during the week you are available eg. Tuesdays and Wednesdays, Mornings only Monday - Thursday etc.

If you have any problems with applying or need any further assistance just ask us. Send an email to Nat on nat@hackneyherbal.com. We are not in our studio everyday so it's much better to send us an email than calling us on the studio phone.

Please send your CV and Cover Letter to nat@hackneyherbal.com by 10am Friday 8th March 2024. Please write your name in the subject line like this: 'Your Name - BD Role'

INTERVIEW PROCESS

Successful shortlisted candidates will be invited for an initial interview during the week of 11th March. If successful, candidates will then be invited for a follow-up interview on the week of 18th March. The second interview will involve a practical activity relating to the requirements of the role.

EMPLOYMENT REQUIREMENTS

Please note that any offer of employment will be made subject to references from previous employment and confirmation of the right to work in the UK. You will be required to provide the appropriate paperwork to confirm this.