

Role title	Care Sales Executive	Grade	
Reports to	Care Sales Lead	Location	Field based
Job family	Commercial & Growth	Hours	40hours
Role Purpose			
Driving occupancy growth for assigned care homes through proactive business development and resident/family engagement. This field-based role focuses on generating new admissions, building referral relationships, and representing homes positively to prospective residents and their families.			
Main Activities			
- Proactively generate new inquiries and admissions for the assigned portfolio of care homes through outbound calls, community outreach, and consistent follow-up to build a healthy occupancy pipeline - Conduct qualifying consultations with prospective residents and families to understand their care needs, funding position, and timescales, ensuring each home is matched to the right individual - Present homes, amenities, care services, and lifestyle offering compellingly to prospective admissions, tailoring the message to what matters most to each resident and family - Build and maintain strong relationships with key referral sources — including GPs, social services, hospitals, and discharge planners — to secure a steady flow of quality referrals - Plan and conduct home tours and coordinate viewing experiences that showcase the home at its best and give families confidence in their decision - Overcome objections and address concerns with empathy and detailed product knowledge, guiding families through what can be an emotional and complex decision - Record all occupancy activity, inquiries, and pipeline progress accurately and promptly in the relevant reporting and CRM systems to support forecasting and follow-up - Collaborate closely with the Care Sales Lead on sales strategy, local market insights, and performance improvement, sharing what is working and where support is needed - Support marketing campaigns, open days, and promotional activities that raise the profile of the homes and generate new inquiries within the local community - Ensure all interactions with residents, families, and referrers reflect company values and meet CQC, CIW & CIS compliance and safeguarding expectations at all times - Attend weekly occupancy meetings, providing clear activity updates, pipeline reviews, and progress against occupancy targets - Identify and feed back market trends, local demand, and competitor activity to the Care Sales Lead to inform pricing, positioning, and sales strategy.			
The following applies to all Colleagues: You are expected to comply with HC Ones policies and procedures for health, safety and hygiene at all times. When attending HC-One homes all colleagues should ensure they comply with infection and control processes as outlined in the HC One infection and control procedures available on the Group intranet. You may be required to undertake other duties appropriate to your post and/or hours of work. The company may periodically review your role profile and update it to ensure it relates to the job being performed. It is the company's aim to reach agreement on reasonable changes, but if agreement is not possible the company reserves the right to insist on changes to your role description, after consultation.			
Safeguarding			
Safeguarding is everyone's responsibility and therefore it is important that you are able to recognise the signs which may indicate possible abuse, harm or neglect in its different forms and know what to do if there are any concerns. All colleagues are required to attend safeguarding training appropriate to their role and to undertake additional training in associated areas. You also have the ability to seek appropriate advice and report concerns, including escalation if action is not taken.			

Kindness the HC-One Way

To help us understand how we need to show up to provide the kindest possible care, we have identified 5 Qualities. These are the qualities we know we can coach, support, and develop in ourselves and each other so we can support those we care for to live their best life.

We are CURIOUS: You ask questions to understand what matters most to prospective residents and families.

We are COMPASSIONATE: You listen with genuine empathy and help families find the right care solution.

We are CREATIVE: You find practical solutions and ways to communicate the value of our homes.

We are COURAGEOUS: You confidently present our offering and build relationships with new contacts.

We can be COUNTED ON: You deliver consistent activity and follow through on commitments to residents, families, and referrers.

Qualifications and Skills Required

	Essential	Desirable
Qualifications and Knowledge	- Valid driving licence and own vehicle - Basic IT skills (Microsoft Office, email) - Willingness to learn about care, health, and social services landscape	- Knowledge of care funding pathways (NHS, local authority, private) - Any formal sales training or qualifications
Skills	- Proven sales or customer acquisition experience in any sector - Excellent communication and listening skills - Ability to build rapport quickly with diverse individuals and families - Self-motivated and able to work independently in field environment - Flexibility to work occasional early mornings and evenings for family/referrer engagement - Reliability and punctuality	- Previous customer service or sales experience in health, social care, or professional services - Familiarity with CRM systems
Experience	- Minimum 1-2 years in a sales, customer acquisition, or business development role - Track record of meeting or exceeding targets in previous role	
Personal Attributes	- Proactive and driven by results - Resilient and able to handle rejection professionally - Genuine interest in supporting people and families - Excellent organisational skills and attention to detail - Honest and trustworthy in all dealings - Positive, can-do attitude	
Financial Accountabilities	Risk Accountabilities	Headcount Responsibility
Examples below: - Budget - Sign off level - Total Sales revenue responsibility - Value of contracts managed	The type and scope of risk if this role is not done effectively, examples: - Financial regulation breaches resulted in fines - Employment law	

	• Health and safety of individual residents/ all residents/ colleagues across the group • Breach of contract supplier/ employee • Environmental • Reputational	
Special Features		
• Field-based role across portfolio of care homes • Frequent travel required across assigned region • Flexible hours including early mornings and occasional evening engagement • Direct resident and family engagement • Discretionary bonus available based on occupancy performance		
Confidentiality		
You may not disclose any information of a confidential nature relating to the employer or in respect of which the employer has an obligation of confidence to any third party other than where you are obliged to disclose such information in the proper course of your employment or as required by law.		