



Book That In Job Description

Job Title: Customer Support & Lead Generation Officer

Overview

Book That In is a small but growing software business which provides an Online Booking System to small and medium-sized businesses.

This support role is a new position which will provide vital support to the CEO in attracting new business customers to our software platform and supporting those customers in getting set up and using the system.

This is a hybrid role, focussing on two main areas: Lead Generation and Customer Support. As the business grows, there will be potential for you to specialise in one area or the other, or to progress to a Team Leader role.

Reporting to: Tim Freed, CEO

Start Date

ASAP – March/April 2022

Place of Work

Our office is situated just North of Towcester on the A5. Address is Unit 3, York Farm Business Centre, Watling Street, Towcester, NN12 8EU.

After completion of on-the-job training, remote working is a possibility. Please make sure you tell us if this is something you would like.

Length of Contract

Permanent position

Basic Salary

Annual Salary: £12,350 p/a, paid monthly. (Equivalent of £9.50 per hour).

This is a Part-Time role, working 25 hours a week over 5 days, throughout the year (this is **not** a term-time only role).

Working Hours

This is a part-time position for 25 hours a week. The hours would be spread across a 5-day week.

Proposed working hours: Monday - Friday: 9:15am – 2:45pm, with 30 minutes for lunch.

Overtime may be required to support customers with urgent queries outside of standard office hours, though this always works around school and family commitments. Typically, overtime is paid as 'time off in lieu'.

Holiday Entitlement

28 days (this includes bank holidays), pro rata.

Certain restrictions apply to holidays: The office is closed over Christmas so some holiday must be taken then.

Overview of Duties

Reporting to the CEO, you will have two main areas of responsibility:

1. To support customers in using the Book That In system
2. To find and approach prospects for the Book That In system to generate leads and arrange demos.

Support Duties

Book That In customers typically ask for support with technical questions about how to set up and/or use our booking system.

We pride ourselves on our high levels of customer support, endeavouring to reply to queries as swiftly as possible, in a friendly and effective manner.

You will support our customers by answering their questions through a variety of methods, including video, email, phone, online chat, Messenger and Helpdesk.

You will also be responsible for:

- a) Delivering our done-for-you set up service.
- b) Creating training video tutorials
- c) Preparing written step-by-step tutorials
- d) Updating our online helpdesk

Lead Generation Duties

You will be targeted to generate an agreed number of leads each month. These leads will typically be business owners who will be looking to implement an online booking system for their business, or switch to a new and better system than their current solution.

Your goal will be to generate a steady stream of new prospects, who will either book a demo of the system, or create an account and set themselves up on the system.

You will generate leads in a number of ways:

- Approaching new (cold) prospects by phone, email and social media
- Approaching warm prospects by phone, email and social media – for example, people who have created an account but never taken any bookings.

- Managing social media pages and channels by posting and sharing fresh content to generate interest and engagement
- Publishing blog posts to the Book That In website

Note: As we are a small and growing business, we all pitch in and help each other when necessary and things are changing all the time, so you will also be expected to help with other ad hoc duties, which includes keep the office clean and tidy.

Training

Full training will be provided

ARE YOU SUITABLE?

We are a small team, so it is important for us that we find someone who is passionate about what we do and is excited about helping us to grow Book That In to help thousands more businesses across the country. We want to find someone who is prepared to work hard, but who is also able to have fun in the process.

Necessary Skills:

- Computer Literate, including using the internet, MS Word, MS Excel, and software packages
- Competent user of social media such as Facebook, Instagram and LinkedIn.
- Excellent organisation skills
- Excellent written and spoken English.
- Strong written and verbal communication skills
- Personable

Preferred Experience (though not essential)

- Previous Lead Generation or Sales experience
- Previous Customer Support experience

How to Apply

If you feel you are suitable and you would like to be considered for this role, please email your CV to tim@bookthatin.com, with a cover note explaining on why you are interested in the role, why you think you would be suitable, and ideal working days/hours.

If you have any questions at all, please don't hesitate to call Tim Freed on 01327 831505.

Closing Date for applications is Sunday 20th March