

Role title	Commercial Performance Executive	Grade	TBC
Reports to	Commercial Manager	Location	Darlington (Central Support Office), with occasional travel to homes and other locations across the portfolio
Job family	Commercial	Job Code	TBC

Role Purpose

The Commercial Performance Executive is a dynamic and wide-ranging role at the centre of the Commercial & Growth Directorate, reporting directly to the Commercial Manager. The role provides support across the entire Directorate spanning commercial operations, marketing, data and reporting, sales enablement, and contracts and commissioning with a particular focus on building commercial capability across the home portfolio through the Sales Excellence Framework and driving occupancy performance. Working closely with the Commercial & Growth Director, Commercial Finance Managers, Marketing Manager and Head of Contracts and Commissioning, the postholder acts as a vital connector and enabler across the Directorate, the go-to person who helps each function deliver at its best, while developing a broad, joined-up understanding of how commercial activity connects to operations, finance and care delivery across the Group.

Main Activities

Occupancy & Commercial Performance Reporting

- Collect, clean and maintain occupancy performance data across the Group's homes, ensuring vacancy, enquiry and conversion figures are accurate and up to date, and producing clear weekly and monthly summaries for the Commercial & Growth Director, Commercial Manager and Commercial Finance Managers.
- Identify trends, patterns and areas of underperformance within the data, proactively flagging commercial risks or opportunities and recommending homes or regions for targeted occupancy activity.
- Support the coordination of weekly focus calls for Red and Amber RAG-rated homes, tracking actions, occupancy recovery plans and progress against agreed targets.
- Monitor competitor activity, local market dynamics and sector developments, providing regular briefings to support the Directorate's commercial awareness and occupancy planning.
- Support the development and ongoing maintenance of commercial tracking tools, reporting templates and performance frameworks, continuously improving their accuracy and usability for the wider team.

Building Commercial Capability

- Support the rollout and ongoing delivery of the Sales Excellence Framework across the home portfolio, helping Home Managers and their teams build consistent, high-quality commercial capability in enquiry management, home tours and conversion.
- Maintain and update the Sales Excellence Hub and associated training materials, ensuring content is current, accessible and reflects best practice.
- Track completion of Sales Excellence training and self-assessment activity across homes, flagging gaps in capability and recommending where additional coaching or support is needed.
- Support the coordination of Sales Excellence training sessions, coaching visits and focus days, liaising with Home Managers and operational teams to confirm arrangements and prepare materials in advance.

- Help embed the Sales Excellence Framework into onboarding for new Home Managers and Commercial Assistants, ensuring they have access to relevant tools and training from day one.
- Contribute to the continuous improvement of the Sales Excellence Framework, gathering feedback from homes and sharing insight with the Commercial Manager to help refine content and approach.

Marketing Support

- Support the Marketing Manager and Commercial Manager in the delivery of marketing and occupancy campaigns across digital, print and community channels, coordinating with internal teams and external agencies to ensure assets are delivered on time and to brief.
- Support the planning and logistics of commercial events, open days, referrer engagement activity and promotional initiatives that help drive occupancy across the Group's homes.

Sales Enablement & Coaching Support

- Work closely with the Commercial Manager to develop and maintain a library of sales enablement resources for Home Managers, including enquiry handling guides, show-round toolkits, objection-handling frameworks and best practice case studies.
- Support the booking and coordination of training sessions, coaching visits and team meetings, liaising with Home Managers and operational teams to confirm arrangements and ensure logistics are well-organised.
- Track sales activity, enquiry pipeline progression and conversion performance across the Group, helping identify where additional coaching or resource is needed to drive occupancy improvement.
- Attend commercial review calls and team meetings, capturing actions and supporting follow-through on agreed priorities.

Enquiry & Admissions Coordination Support

- Support the Commercial Manager in monitoring enquiry and admissions activity across homes, maintaining accurate enquiry logs and pipeline records and flagging any gaps or inconsistencies promptly.
- Help prepare and distribute enquiry management resources, templates and toolkits to Home Managers and their teams.

Contracts, Commissioning & Referral Network Support

- Support the management of enquiries received via CHUK (Carehome.co.uk) and other external referral partners, working with homes to ensure enquiries are passed through promptly and reach the right home.
- Support homes in responding to online reviews, working closely with Home Managers and Area Directors to ensure responses are timely, professional and consistent with the Group's tone and quality positioning.

Commercial Planning & Administration

- Assist the Commercial & Growth Director, Commercial Manager and Commercial Finance Managers in preparing commercial plans, business cases and presentations for internal stakeholders.
- Maintain well-organised digital filing systems for commercial documentation, ensuring records are easy to retrieve and consistently up to date.
- Support the management of commercial budgets by tracking spend, flagging variances and preparing expenditure summaries as directed.
- Coordinate communications between the commercial, operations, finance and marketing functions, ensuring information flows efficiently and decisions and actions are well-documented.

Team Contribution

- Act as an enthusiastic and proactive member of the Commercial & Growth Directorate, contributing ideas, energy and a willingness to get involved in new and varied areas of commercial activity.
- Support the onboarding of new Home Managers in relation to the Group's commercial processes, tools and the Sales Excellence Framework.
- Commit to your own professional development, actively seeking opportunities to grow your commercial knowledge and skills in line with the needs of the Directorate.

Qualifications and Skills Required

	Essential	Desirable
Qualifications and knowledge	Good standard of general education. A relevant qualification in business, marketing, data or a related discipline is desirable but not essential; we value attitude and aptitude equally. Willingness to build knowledge of the Sales Excellence Framework and the Group's commercial systems and processes.	Familiarity with CRM systems, digital marketing tools or analytics platforms.
Skills	Proficient in Microsoft Office 365, including Excel (data analysis and reporting), PowerPoint (presentations) and Word (reports and correspondence); excellent written and verbal communication skills, with the confidence to present information clearly to a range of audiences across a large, geographically dispersed organisation; strong organisational skills and attention to detail, with the ability to manage a varied workload across multiple areas simultaneously.	Experience using CRM systems, digital marketing tools or analytics platforms to support commercial reporting.
Experience	Some experience in a commercial, marketing, sales support, data or administrative role is desirable; candidates who can demonstrate strong transferable skills and a genuine enthusiasm for a commercial career will also be considered. Experience producing reports, dashboards or presentations that translate data into clear, actionable insight.	Experience working within a multi-site organisation or the care sector.
Personal attributes	A curious, analytical mindset with a genuine interest in understanding what drives commercial performance and how data can be used to support smarter decisions; creative flair and enthusiasm for marketing; a proactive and collaborative approach, with the drive to take ownership of tasks, work independently, and contribute positively to a fast-paced and wide-ranging commercial team.	Genuine interest in, and empathy for, the social care sector.

Special features

You will be required to complete an Enhanced DBS disclosure.
You will be required to comply with a DVLA licence check for compliance with insurance policies; this role is based at the Central Support Office in Darlington, with occasional travel to homes and other locations across the Group's portfolio as required to support the Commercial & Growth Directorate.

Dimensions:

Provides commercial, marketing, sales enablement, data and administrative support across the Commercial & Growth Directorate, working closely with the Commercial & Growth Director, Commercial Manager, Commercial Finance Managers, Marketing Manager and Head of Contracts and Commissioning, and supporting Home Managers across the Group's home portfolio in England, Scotland and Wales.