



# The Green Estate Community Interest Company

Customer Success Assistant



April 2024

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## Job Information Pack



### WELCOME TO THE GREEN ESTATE CIC

Welcome to The Green Estate Community Interest Company. Humanity faces unprecedented social, economic and environmental uncertainty and there are communities with less power, resources and choice to adapt and respond to these challenges.

Over 20 years, The Green Estate has been working hard to grow engaging, adaptive and resilient urban places. We have unlocked the potential of physical and social assets and developed beautiful and sustainable landscapes for the benefit of our local community and beyond. We have worked hard with our partners to develop innovative products and services including our radiant and resilient Pictorial Meadows Seed Mixes and Turf sold across the UK and EU.

Our landscape and facilities are stunning, our team and board are talented, skilled and dedicated and we have fantastic partnerships and wide reaching networks. With the royal seal of approval through the prestigious King's Award for Enterprise in Sustainable Development we are poised and ready to take a bold leap of faith and grow our impact, influence and income.

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## The Green Estate Community Interest Company



### About the Green Estate

The Green Estate is a community interest company with a mission of growing engaging, adaptive, and resilient urban places. It was originally set up in the late 90's as a heritage and environment project to regenerate urban parkland that had become wasteland. It now employs circa 70 people, has 40+ volunteers, manages 42 hectares of parkland, hosts 20 onsite community enterprises and has a £3m+ turnover delivering a range of products and services from hosting weddings in Sheffield to premium Pictorial Meadow turf in Holland.

### The Green Estate Strategy on a Page



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## The Team

Our team is dedicated and competent with a diverse set of skills and backgrounds. People join the team because they want to become part of The Green Estate community and make a positive impact on the world. We are social and we are entrepreneurial.

We have three directorates:

**Thriving Organisation:** Providing core services, e.g. Finance, Marketing, Risk Management, Caretaking, Administration, Cleaning, HR and Customer Experience

**Place Stewardship:** Stewarding our place and assets including parks and green open spaces management, provision of a heritage and environmental visitor experience, development of growing communities and delivery of events, hospitality, weddings and corporate experiences.

**Commercial Landscape:** Developing and delivering innovative resilience landscaping services and products including 'Pictorial Meadow' seeds and turf, specialist soils, green waste recycling and meadows and resilience consultancy (green roofs, sustainable drainage systems, rain gardens etc).

and a future looking programme:

**Urban Green Futures:** Developing our physical and digital space and network as a centre of excellence for building adaptive and resilient urban places, businesses and communities.



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## The Job

JOB TITLE: Customer Success Assistant  
(one year fixed term with potential to become permanent)

RESPONSIBLE TO: Customer Success Manager

RESPONSIBLE FOR: Inbound Sales and Customer Journey

### OVERALL PURPOSE OF JOB:

To be the first point of contact for customer enquiries regarding The Green Estate CIC products and services, primarily those associated with the Pictorial Meadows and Sheffield Manor Lodge brands. This includes handling inbound sales leads to win new business, customer relationship management and order fulfilment and will require working closely with the Commercial Landscapes, Hospitality and Visitor Experience teams.

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## MAIN RESPONSIBILITIES

- Working as part of a team of assistants, dealing with customer enquiries for the full range of products and services offered by The Green Estate CIC and its brands.
  - Being proactive to ensure detailed and up to date knowledge on all products and services.
  - Addressing client needs, making follow up calls, recommending suitable offerings and solutions to meet set KPI's. This can include assisting customers with digital inclusion and introducing them to our other products and services.
  - Covering the front desk phonenumber on a rota basis.
  - Collaboratively working with cross departmental teams to maximise sales opportunities and booking in meetings with clients.
  - Ensuring that all sales, supplier and customer journey processes are followed in line with KPIs.
  - Working as part of a team to help qualify existing data and leads to help generate new opportunities.
  - Supporting the Customer Success Manager in optimising the Hubspot CRM to meet the needs of the business, including customer records and pipelines.
  - Actively participating in meetings as directed by the Customer Success Manager, presenting data in their absence.
  - Proactively supporting the Customer Success Manager with collecting feedback from customers, including Net Promoter Score Surveys.
  - Adhering to all company H&S procedures and playing an active role in maintaining good practices in all aspects of work within the company.
  - Undertaking any other duties, as requested by your line manager, commensurate with the level of the post and the aims of The Green Estate CIC
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## PERSON SPECIFICATION

### ESSENTIAL

- Able to confidently support customers with their queries via both the telephone and email.
- Must be able to adapt communication style to meet the needs of diverse audiences.
- A drive to hit sales targets, which includes a willingness to convert leads into sales, upsell our services and cross sell for the different brands.
- Experience of Google Suite and Microsoft Office, including Excel, Outlook and Word.
- Ability to learn CRM systems
- Keen attention to detail and ability to follow guides and processes
- Able to work and meet deadlines under pressure, this can range from high volumes of orders during peak seed seasons to helping to find a way forward with a dissatisfied customer.
- Experience of collaborating effectively in teams to achieve shared goals.
- Aptitude to learn and retain detailed information about the full range of products and services we offer and to maintain a professional curiosity about what we offer as a company at all times.
- You will wish to support our community interest company in its social aims and share our values and behaviours.

### DESIRABLE

- Level 3 qualification in Business Administration (or similar)
- Understanding of order fulfilment including receiving, processing, and shipping.
- Prior experience with our business areas i.e. Heritage, Horticulture and Hospitality.
- Driving license
- Willingness to attend exhibitions/events
- Previous experience with Hubspot CRM or similar

### VALUES AND BEHAVIOURS

All staff, regardless of their role, are expected to contribute to making Green Estate a truly great place to work by adhering to our values and helping to fulfil our vision, mission, and purpose.

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## JOB SPECIFICATION

**SALARY:** Payable salary £23,100.00 per annum.

**PENSION:** We offer entry to the company's stakeholder pension scheme in line with auto-enrolment.

**WORKING HOURS:** The working hours for this post are 37.5 hours per week. This is currently delivered 08:00 – 16:00 Monday – Friday but there may be occasional trips across the UK for trade shows.

**LOCATION:** The post is based at The Green Estate site, Manor Lane, Sheffield, S2 but can require travel across the UK.

**PROBATIONARY PERIOD:** All new employees are required to undertake a period of probation for 6 months, in which they are expected to establish their suitability for the post

**ANNUAL LEAVE:** The equivalent of 31 days per annum pro rata (this includes all bank holidays)

**DBS DISCLOSURE:** Is not required for this role.

**EQUAL OPPORTUNITIES:** The Green Estate CIC is an equal opportunities employer and selection of applicants is based on merit. Our company policy document is available on demand.

### ADDITIONAL BENEFITS IN WORKING FOR THE GREEN ESTATE CIC

The Green Estate CIC provides a beautiful location, free car parking, company sick pay and annual social events.

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# The Green Estate Community Interest Company

Company number **04801730**

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Social Media: [Twitter](#)      [Instagram](#)      [Linkedin](#)

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