

Job Description

Job Title: Telemarketing Agent

Newhall Publications Ltd is the publisher of Candis magazine, the U.K.'s best-selling subscription title for women. The telemarketing team, lead by the Telemarketing Manager, is responsible for marketing Candis to prospective and existing members of Candis Club through outbound calling. In addition Newhall's trading division, Core Contact, makes calls on behalf of external (3rd party) clients to sell a range of products and services both to businesses and to consumers.

The company's telemarketing agents play the central role in delivering the team's targets in support of the Marketing Department's strategy.

Key Accountabilities

- To support the Company's telemarketing strategy as requested and amended by the Telemarketing manager/Team Leader
- To sell a range of products to existing, lapsed and prospective Candis subscribers through outbound calling
- To contact 3rd parties' customers (both business and consumer) for sales, research and appointment setting through outbound calling
- Occasionally to take inbound calls from Candis subscribers or 3rd parties' customers
- To ensure maximum productivity on sales and data collection
- To administer paperwork in support of campaign activity
- Proactively to make suggestions to the Telemarketing Manager/Team Leader about how campaigns can be made more effective to the benefit of the business as a whole

Skill/attitude Requirements

- Excellent verbal communication skills
- Experience of making outbound calls in both a business to business and business to consumer environment
- Strong work ethic
- Resilient and self-motivated
- IT literate
- Team player
- Highly professional approach in the working environment

Hours and salary

Contracted hours are usually 20 hours per week, with additional flexibility required at busy times. The basic hourly rate is £6.46 with a variable performance-related bonus and commission.