

Location: Orpington

Pay: £30,000 -£35,000 based on experience

20% bonus based on KPI

MetFriendly is looking for an experienced Field Officer to join their busy team

Job Type: Hybrid

**Purpose of the role:**

1. Responsible for new business growth of the Society through a membership-led contact strategy, promoting Metfriendly services using multiple marketing channels, as well as through stakeholders across all UK police force venues and the Society's Head Office.
2. Success will be measured through lead generation and meeting new business targets

**Key Responsibilities**

- Grow membership base through developing and sustaining solid relationships with stakeholders and work effectively with key decision makers at all levels.
- Generate leads for prospective force presentations and events to build a presence within regional forces to champion Metfriendly products.
- Develop a robust understanding of Metfriendly products and services.
- Work with Marketing Team to plan and deliver promotional activity to generate new business leads and support Marketing Officers to deliver the Marketing Plan and coordinate marketing campaigns.

- Research and identify new business opportunities - including new markets, growth areas, trends, partnerships, products and services, or new ways of reaching existing markets.
- Organize your diary and travel commitments effectively and take responsibility for the wider Field Team calendar, utilizing Marketing Officers where necessary to assist with brand awareness.
- Maintain CRM system and ensure call trackers are kept up to date with inbound and out bound calls.
- Build strong relationship within the [Police Federation](#), [Superintendents' Association](#), [NPCC](#), [NARPO](#), [XPS Administration](#), [Equiniti](#), Trades Unions and other Staff Associations representatives within **UK wide Police forces** to promote Metfriendly products and services.
- Develop positive working relationships with key Officers and Staff within UK police forces to develop opportunities to present the Society's products.
- Support with other additional tasks as needed within your area of competence.

### **Personal Attributes**

1. Excellent communication skills
2. Good Influencer
3. Flexible and adaptable
4. Active listener
5. Ability to collaborate or work independently
6. Drive for service excellence and results

### **Skills**

- Member-focused, operational aptitude and experience working to design and execute Member Services strategies that maximise productivity and respond to Society's needs.
- Results driven.
- Good skill level with MS Office package and computer literate.
- Analytical skills – proficient in reporting.
- Time-management.
- Adaptable, organised and flexible.
- Training and presentation skills

### **Experience and Qualifications**

- Vocational or professional qualification (such as Certificate of Knowledge of Policing)
- Degree or equivalent education
- Financial services qualification (desirable).
- Proven track record in a regulated financial services environment.
- Experienced trainer and presenter