



# Franchise Administrator

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**Location:** Solarplicity Head Office (Unit 8 Peerglow Centre, Marsh Lane, Ware, SG12 9QL)

## Company Background:

Solarplicity are a leading provider of renewable solar PV technologies, helping homeowners as well as businesses throughout the United Kingdom to discover the benefits of cleaner, greener energy.

## Role:

To handle and take responsibility for all associated administrative support and reporting processes.

Assist with Franchise Recruitment enquiries, this is to include but not limited to answering questions and providing detailed and accurate information on Solarplicity and our franchise business, engaging and building relationships with candidates and supporting candidates from their initial enquiry through to the point of signing their Franchise Agreement.

## Duties and responsibilities:

- To seek potential franchisees through telephone marketing.
- To build relationships with enquirers from their initial point of contact in line with clearly defined targets for booking candidates onto an Information Session either in groups or on a one to one basis.
- To successfully engage candidates through longer, relationship-building conversations, which explain and sell the franchise offer by linking it to the experience and aspirations of the potential candidate.
- To ensure the necessary length of time is taken in sales calls to conceptualise and reinforce the role of a franchisee.
- To grade candidates as they speak to and focus attention on those enquiries with the highest potential to be successful through the recruitment process. This may include diarising follow-up contact across multiple platforms including phone, email and social media.
- To be a single point of contact and ongoing personalised support and communication to all candidates from the moment they are booked onto

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an Information Session (IS). This would include but is not limited to; ensuring a high rate of candidate attendance at Information Sessions. Meeting and greeting candidates at their training sessions whenever possible and answering any questions they may have.

- To support the Franchise Recruitment Manager (FRM) in running an Information Session as and when required.
- To provide a link with the Brand on pre-opening promotional plans – Scheduling training sessions, uploading training certificates and equipment details to SharePoint.
- To provide; blog story candidates, feedback on advertising sources and promotional activity, make recommendations for future marketing relevant to specific locations and based on analysis and feedback from candidate.
- To manage Solarplicity promotional stock, materials and test equipment.
- To track and report on the impact of LMS email and text campaigns.
- There may be a necessity for working outside of normal working hours and traveling throughout the UK as and when required.
- To carry out reasonable duties as and when requested by your line manager and any other senior management member.

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## Person specification:

ATTRIBUTE	ESSENTIAL	DESIRABLE
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>▪ Experience of working in an inbound and outbound call centre or recruiting/sales environment.</li> <li>▪ Experience working to sales targets.</li> <li>▪ Experience of liaising with stakeholders at all levels.</li> </ul>	
<b>EDUCATION</b>	<ul style="list-style-type: none"> <li>▪ Educated to A-level standard or equivalent.</li> </ul>	
<b>PERSONAL ATTRIBUTES</b>	<ul style="list-style-type: none"> <li>▪ Excellent verbal and written communicator.</li> <li>▪ Professional manner.</li> <li>▪ Enthusiastic.</li> <li>▪ Positive.</li> <li>▪ Ability to work to deadlines.</li> <li>▪ Excellent negotiation skills.</li> <li>▪ Well organised.</li> </ul>	
<b>KNOWLEDGE AND SKILLS</b>	<ul style="list-style-type: none"> <li>▪ Have excellent written and verbal communication skills.</li> <li>▪ Ability to build a rapport with customers on the phone and in person.</li> <li>▪ Ability to work as a team member whilst at the same time work on own initiative.</li> <li>▪ Ability to comprehend and make inferences from written material.</li> <li>▪ Ability to produce clear and concise reports</li> <li>▪ Ability to work autonomously.</li> <li>▪ Ability to manage and schedule large and varied workloads.</li> <li>▪ Computer literate in a variety of packages including Word, PowerPoint and Excel.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Previous experience within either a supplementary education or franchise environment.</li> </ul>
<b>OTHER</b>	<ul style="list-style-type: none"> <li>▪ Flexible approach to working hours.</li> <li>▪ Willing to travel across the UK to our franchises, regional offices and events as and when required. This may require occasional overnight/weekend stays.</li> <li>▪ Appreciation of Customer Care.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Full driver's license and ability to drive.</li> </ul>
<b>INTERESTS</b>	<ul style="list-style-type: none"> <li>▪ Genuine interest working within the Energy Sector.</li> </ul>	




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Please email all applications to [Helen.Remblence@Solarplicity.com](mailto:Helen.Remblence@Solarplicity.com)

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