

Job Description

Job title	Sales Consultant
Contract Type	Full Time, Permanent, 37.5 hours a week
Salary	£28,000 to £32,000 per year
Team	Customer
Site	Scottow Enterprise Park, Hethel Engineering Centre & Stowmarket Innovation Gateway
Location	Various, across HIL owned and operated sites
Responsible to	Sales Manager
Responsible for	N/A
Effective date	15 th June 2026

Role and Context

Job Purpose

Responsibility statement

Hethel Innovation is looking for an experienced Sales Consultant who will be responsible for delivering an exemplary sales experience to our customers by implementing our sales process, managing enquiries, and closing deals. You will be responsible for selling space as a service in the form of commercial lettings as well as innovation support.

You will work to bring the best new enquiries to fruition in the form of firm applications for space as well as attending events and qualifying leads for innovation support. The key function of this role is to seek out and capitalise on opportunities and liaise with, Marketing, Site, and Innovation teams to ensure seamless delivery of service.

Reporting to the Sales Manager and working closely with the Sales Progression team, you will be responsible for ensuring that the business achieves its Sales KPIs whilst providing tenants a seamless combined experience.

This role is also responsible for maintaining the Customer CRM and ensuring that all tenancy and innovation support leads are logged and followed up. You will also be responsible for actively seeking out new sales opportunities and cross selling across teams.

The role acts as an ambassador to put forward the “Hethel Innovation way” and ensure that both internal and external stakeholders receive a consistent message.

The right candidate will be driven to support businesses to grow through the range of support offers delivered by Hethel Innovation, and not afraid to widen our network and create new strategies to develop our sales process. They will be part of a small high performing team with a proactive attitude to problem solving and a desire to support businesses, continuously improving our approach to service delivery.

In return for your commitment, and drive, you will receive the following: -

- Competitive salary.
- 26 days annual leave (excluding bank holidays).
- Company pension scheme – in line with auto enrolment.
- Career progression and personal development opportunities.
- Being part of a dynamic, customer-centric 'team'.

Context

Our company is built by staff who have a shared ambition – to be Champions of the Gamechangers, supporting young businesses as they grow. Every single person employed by Hethel Innovation has a direct impact on allowing us to deliver our vision to be the driving force for SME innovation. Our team make things happen.

We are open – we are approachable and flexible, working together with compassion, transparency and respect.

We are bold – we take ownership, are proactive, are passionate. We are fearless in our thinking, actions, and approach.

We see beyond – we care about development, inclusion, and collaboration. We are creative and curious, focusing on the future.

We are excited by making a difference to businesses – whether that is through the business communities we curate, the support and advice or connections we provide, or the high-quality space we manage and operate at our growing network of innovation sites (Hethel Engineering Centre, Scottow Enterprise Park, Stowmarket Innovation Centre and more).

We are in a particularly exciting period of growth. Our 5-year strategy sets out the roadmap for this growth and our ambition to have a great impact on businesses and supporting their success.

We're inclusive and want our teams to be made up of people from a variety of backgrounds and experiences. If you think that you have the mindset, skills, and motivations to be a central part of delivering on our strategy, we would love to speak to you.

Other Job Information

You will be expected to travel to meetings and events as required. You must have your own vehicle and have a full driver's license.

Some flexibility on hours will be required due to training and activities that need to take place outside of usual operating hours. We operate a flexible working policy which can be discussed in relation to your role and contracted hours.

The role holder will be expected to on occasion support the sites with operational duties.

About You

- You are customer-focused to the core
- You want to be part of a small high performing team
- You are curious, you love to learn and have a real interest in business growth.
- You are ready to think outside the box, problem solving is exciting for you and you relish the opportunity to develop solutions to overcome challenges.

- You are comfortable with the uncomfortable – you stand your ground in high pressure situations and communicate clearly.
- You see beyond the challenge in front of you.
- You make things happen – you identify opportunities and act on them.
- You aren't scared of failure but see it as a learning opportunity and have actively changed your approach to situations from previous experience.
- You are independent and autonomous. You have the confidence and skill to develop your own pipeline of projects, prioritise and manage your workload effectively.
- Asking for help doesn't scare you. You are able to pick up new projects and develop them on your own and able to identify when you need additional support and actively seek it.
- You celebrate the success of others. A win for those you are supporting (either business clients or your team), is a win for you.
- You love to engage with others, collaborating with multiple stakeholders on projects.
- You perform at your best when you are managing multiple projects at one time.
- You are motivated by meeting commercial goals and enjoy proactively planning how to meet them.

Other Job Information (e.g. any special factors or constraints)

You will be expected to travel to meetings and events as required.

Some flexibility on hours will be required due to training and activities that need to take place outside of usual operating hours. We operate a flexible working policy which can be discussed in relation to your role and contracted hours.

Monday to Friday

Principal Duties

Responsible for:

- Delivering the key tenancy KPIs for all HIL sites (Occupancy %, £/SQFT Etc)
- Implementing the sales process to ensure that customers receive the best customer experience.
- Enquiry management and lead optimisation.
- Carrying out rent negotiations.
- Identifying key opportunities to represent Hethel Innovation Ltd and attract new business.
- Being a key point of contact for existing tenants.
- Attending events, talking confidently about Hethel Innovation and the range of support we have on offer.
- Prioritising sales performance
- Working with the Sales Progression and marketing team to ensure that vacant spaces are filled as quickly and profitably as possible.
- Ensuring a smooth handover to delivery teams and partners.

- Keeping the tenancy and enquiry data up to date on our CRM systems.
- Working with site teams to keep on top of upcoming availability to minimise losses through empty spaces.
- Working across teams to understand the whole Hethel Innovation offer and keep up to date with an evolving offer.
- Assist marketing by providing insight and information about availability and demand.
- Work with the Head of Sales to provide insights on internal processes to enable their improvement.
- Committing to a development plan to enhance their own skills as appropriate.
- Identify potential new customers and proactively approach them

KPIs

To be defined.

Person specification	
Qualifications	
Essential	Desirable
• Sales Experience	• Call handling
Experience	
Essential	Desirable
• Customer Service Experience • Experience with B2B sales, particularly with generating new business • Experience handling complex negotiations •	• Marketing Experience • Experience in Property • Experience in selling consultancy • Experience with commercial leases • Experience using CRM systems •
Skills/Knowledge	
Essential	Desirable
• Excellent Communicator • Excellent negotiation skills. • Ability to handle difficult conversations • Ability to prioritise. • Ability to work as a team.	• Business knowledge (particularly start-up and SME). • Interest in commercial property • Interest in entrepreneurship • Knowledge of Sales Process/ Sales Funnel. •

• Able to think quickly under pressure • Initiative •	
Behaviours	
• Honesty • Professionalism • Integrity • Reliability • Flexibility • Pragmatism • Accountability • Proactivity • Courage • Pride	

General Information

- The job description details the main outcomes of the job and will be updated if these outcomes change.
- All work performed/duties undertaken must be carried out in accordance with relevant HIL policies and procedures, within legislation, and with regard to the needs of our customers and the diverse community we serve.
- Job holders will be expected to understand what is meant by safeguarding vulnerable groups (children, young people and adults) and how to raise concerns.
- Job holders will be expected to be flexible in their duties and carry out any other duties commensurate with the grade and falling within the general scope of the job, as requested by management.

The information in this job description is accurate and reflects the requirement of the role:

Line Manager: Sales
Manager

Position: Sales
Consultant

Date: 15/06/2026