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## **Business Contact Role Job Description**

### **Role Summary**

To build and maintain relationships between Wellingborough & District U3A and local businesses with the aim of encouraging newly retired/redundant business personnel to consider joining the U3A

### **Key Elements**

- To act as the primary contact between W & D U3A and relevant local businesses.
- To agree with the committee the scope of businesses to contact.
- To draw up and maintain a register of local businesses operating/sourcing staff from within the W & D area.
- To prioritise those businesses most likely to have personnel approaching retirement in the near future.
- To identify a contact person/role within each relevant business.
- To explain the ethos of the U3A to each contact.
- To provide U3A publicity material to each contact so that this can be presented to personnel about to retire/be made redundant.
- To maintain comprehensive records of all business interactions in line with GDPR.

### **Personal Profile**

This role will best suit someone who can present a very positive view of the U3A, with good communication and interpersonal skills and who can be persistent and persuasive interacting with business personnel.