

Overview

This Standard is about identifying and generating new business opportunities for a waste resource management organisation. With the regenerative approach of the circular economy, waste is increasingly being seen as a resource which is made up of materials with future uses. This can apply to any type of waste resource management facility.

This includes market research, identifying potential tender opportunities, drawing up and managing the roll out of plans to promote service awareness, responding to enquiries from potential clients, drafting contracts and agreements and passing information about newly acquired business to appropriate people.

This Standard could apply to managers in any part of the waste resource management industry.

Performance criteria

You must be able to:

1. carry out market research and industry networking to highlight opportunities for development of new waste resource management business
2. use information from previous promotional activities and market research to assist in the formulation of future promotional plans
3. analyse research to highlight potential clients that require tailored promotion
4. communicate information on the organisation's services that is consistent with the organisation's policy
5. maintain adequate current information sources, materials, equipment and resources to implement promotional activity ensuring relevant individuals are aware of planned and actual promotional activities and their role in those activities
6. inform relevant people about planned and actual promotional activities and their role in those activities
7. monitor the progress of promotional activity and take appropriate action to correct any deviations from plan
8. follow up enquiries for services in line with organisational processes
9. check you have clear evidence of client expectations and requirements before carrying out any detailed work
10. draft contracts or agreements that represent the service and terms being offered
11. consult with relevant people about the terms of contracts or agreement before they are finalised
12. agree final terms of contracts with clients that meet organisational needs
13. make sure procedures are in place to monitor service progress and client satisfaction
14. maintain records of contracts, agreements and other relevant information in organisational systems
15. notify appropriate people about new orders and contract and supply details

Knowledge and understanding

You need to know and understand:

1. the relevant legislation, regulations, codes of practice and guidance applicable to safety, health and the environment for waste resource management
2. the organisation's objectives, policies and procedures relating to environmental protection, health and safety, profitability, operational outcomes and quality standards
3. the principles of the circular economy and how they relate to the practice and branding of your organisation and client expectations
4. the organisation's objectives and priorities for the provision of a waste resource management services
5. the licences held by the organisation, the types of materials they can handle and the maximum (daily) tonnages they can accept
6. the procedures for the proper management control of work activities on customers' and own site
7. the requirements for risk analysis to minimise hazards to personnel and the environment for the services provided
8. sources of information about the organisation's services
9. how to gather, use, check validity and store qualitative and quantitative information and the types of problems which may occur when gathering information and how to overcome these
10. the importance of providing information and advice to others and your role and responsibility in relation to this
11. the importance of identifying customer needs and expectations and how to identify needs in sufficient detail to develop proposals
12. how to develop reasoned cases and negotiate with potential and actual customers
13. the importance of customer feedback, how to evaluate feedback in terms of impact on operations and how to respond
14. the principles of confidentiality when handling customer feedback and organisational information
15. recent developments in environmental thinking, technology and operating procedures within the waste resource management industry
16. how to use cost benefit analysis methods and techniques
17. the current operating costs within the organisation for the services provided
18. the different types of materials that could be handled, their storage and handling implications and the types, functions and limitations of handling equipment available
19. the records and paperwork required by legislation and by

- organisational procedures in relation to the services provided and how to complete them
- 20. the technical skills needed for the services provided
- 21. how to use risk assessment and the identification of potential work-related hazards and difficulties arising from the activities carried out to provide the service
- 22. how to interpret process documentation and verify that the information is accurate and relates to the materials handled when providing the service
- 23. when it is appropriate to contact potential clients and establish their needs for waste resource management services

Developed by	Energy & Utility Skills
Version Number	2
Date Approved	01 Mar 2019
Indicative Review Date	01 Mar 2022
Validity	Current
Status	Original
Originating Organisation	Energy & Utility Skills
Original URN	WM29
Relevant Occupations	Public Service and other Associate Professionals, Public Services, Waste Manager
Suite	Waste Resource Operations Management
Keywords	generate, generation, secure, waste, management, business, utility, utilities, market research, promotional activities, analyse, feedback