

## JOB DESCRIPTION

**JOB TITLE: MARKETING AND SALES OFFICE COORDINATOR**

**REPORTING TO: HEAD OF SALES AND MARKETING**

**DATE: 25<sup>TH</sup> MARCH 2019**

### **ROLE OF DEPARTMENT**

- To compliment and where deemed necessary enhance the company's marketing and sales activities to ensure all marketing material is accurate, up to date and presented in a format which best represents the company and the wider group.

### **MAIN PURPOSE OF JOB**

- To provide a marketing support to the Head of Sales/ Marketing, Managing Director and Business Development Managers
- Ensure the company and its products are represented in a professional manner.
- Collate market intelligence information on competitor's products, market position and their pricing.
- Generate weekly and monthly KPI's detailing sales and customer information
- Co-ordination and communication of customer sales enquiries with internal staff members and with customers.
- Excellent communication and computer skills with a high level of attention to detail.
- To support all areas of the Primetake business with preparation of supporting information and literature, including supporting the demonstration of company products

### **MAIN DUTIES AND RESPONSIBILITIES**

- Ensure the company website is updated and presented in a professional manner ensuring its regularly updated
- Creation and upkeep of marketing material (videos, brochures/datasheets, mailing lists, news-letters)
- Co-ordinating and organising marketing events including exhibitions including the preparation and presentation of exhibition stands
- Attending exhibitions and representing the company at key events
- Creating marketing campaigns using modern multi and social media platforms
- Competitor analysis and market intelligence co-ordination, ensuring a consistent approach to competitor analysis is completed
- Creating and implementing a marketing plan to ensure the company is presented effectively ensuring maximum exposure of the business in UK and International markets.
- Assist in the preparation of new product market placement reports and analysis
- Managing the introduction and launch of New Products liaising with colleagues in Sales, R & D and Operations.

- Working with outside marketing agencies to ensure marketing material is presented in a professional and timely manner
- To create and manage award applications on behalf of the company and specific to relevant departments
- Management of the Sales Order and Enquiry process; to enable accurate weekly and monthly reports via the CRM system or from the Sales Order / Enquiry Registers, ensuring order-intake forecasts, quotes and sales analysis statistics are maintained and reported to the management team including the updating of the Sales Pipeline, monthly on time delivery metrics and ensuring the order book reflects an accurate position.
- To assist with the processing and expediting of Sales Orders, as appropriate.
- To assist with tender/contract preparation where required by Commercial Manager.
- To assist with UK incoming and outgoing sales calls providing prices for listed items and carriage

### **SECONDARY DUTIES AND RESPONSIBILITIES**

- Work closely with the Sales Team to ensure key aspects of job roles are covered during absence through holiday or illness.
- To undertake any other duties, within the business, which are requested by your Manager to aid the performance of the business. These duties will not be of a greater or more complex nature and level of responsibility than those of the post holder, except with the appropriate mutual agreement and necessary training.
- To carry out their duties in a manner that complies with the HSWA legislation, that is to work safely and with due regard to the health, safety and welfare of themselves and of any other person who may be affected by their work activities.
- To carry out their duties in a manner that complies with the environmental procedures (ISO 14001), with due regard to waste management and pollution control.

### **COMMUNICATION AND WORKING RELATIONSHIP**

**Internal:** Management  
Company Employees  
**External:** All external bodies and clients

### **KNOWLEDGE AND SKILLS**

#### **Knowledge/Experience:**

- Preferably 5 years sales/ office experience and/ or degree in marketing subject
- Marketing principles
- Administration
- Microsoft Office Applications including Excel, PowerPoint, Outlook
- Marketing software including- Adobe Creative Suite (Illustrator, InDesign, Photoshop), Premiere Pro & After Effects
- Wordpress

**Qualifications:** Diploma in Marketing or previous marketing experience preferred. Full UK Passport.

**Technical Skills:** Driving licence  
Computer literate, ideally competent in the creation/maintenance of websites

**Personal Skills/Characteristics:**

Pro-active, creative, able to work under own initiative, flexible, confident, attention to detail, excellent interpersonal skills, numerate, able to keep and produce records, able to work under pressure and to deadlines, sense of humour, enthusiastic. essential to be able to multi-task. In short, a TEAM PLAYER