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| **JOB DESCRIPTION** |

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| **Contractual Arrangements** | |
| Job Title | Sales and Marketing Executive |
| Department | Sales and Marketing |
| Location | Burton-upon-Trent Office |
| Shift Pattern (if any) |  |
| Responsible to | Marketing Manager |
| Responsible for |  |
| Last Revision | March 2021 |

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| **Job Purpose** |
| The sales and marketing assistant assists the marketing manager on the day-to-day marketing and business development activities of the organisation whilst implementing the long-term marketing strategy for the company. The main aims of the role are to coordinate all digital channels in a consistent voice in line with Hardy Signs’ mission, vision and core values and that the sales team has relevant materials to support the business smart objectives. All types of media fall under the remit of the role. |

**Hardy Signs Mission Statement**

To deliver bespoke, high-quality professional and digital signage, to create efficiency, build partnerships and enable success for our customers, our people, our partners and the communities across the UK.

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| **Key Tasks and Objectives** |
| Assist the marketing manager and the sales teams in all tasks required, as relevant.  Work with Business Relationship manager to meet the short term and long-term goals. |
| Ensure that the company is represented in professional manner at all relevant exhibitions. |
| Responsible for the effective running of the website and all other digital channels of Hardy Signs. |
| Create email campaigns to customers and prospects and follow up to maximise leads. |
| Accountable for delivering return on investment in all campaigns involved. The ability to measure the impact of all campaigns and analyse all relevant data to make recommendations. |
| Sharing monthly reporting on competitor activity online. |
| Create content, including planning, designing and writing. Liaise with internal teams to identify new opportunities. |
| Maximise exposure of successful projects in all relevant trade and commercial press locations. |
| Create reports on campaign success and identify new areas of optimisation. |
| Support senior management and marketing team in the reporting process for weekly/monthly reports and ad hoc performance reports. |
| Ensure all deadlines are met consistently, every time. |
| Ultimately responsible for the brand, ensuring a consistent use of branding whenever it is used by, or with the consent of, Hardy Signs. |
| Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing activities. |

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| **Financial Responsibilities** |
| Marketing Budget and Return on investment of marketing spend. |

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| **Generic Responsibilities** |
| Comply with all health and safety requirements. |
| Demonstrate a commitment to equality and diversity. |
| Follow all company policies and core values. |
| Remain positive and provide solutions to all day-to-day problems. |
| Arrive at work ready to start on time, in a clean and presentable manner. |
| Behave with integrity at all times. |
| Behave in a friendly and professional manner at all times. |

This job description describes the main responsibilities of the post holder. As circumstances change, they may be amended to reflect new requirements of the post but levels of responsibility and the nature of duties will remain consistent. The post holder will be fully consulted on any significant changes.

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| **PERSON SPECIFICATION** |

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| **Qualifications/Education/Licences** | | |
| Essential | Desirable | Measured by |
| Marketing qualification.  Google Digital Garage – Fundamentals of Digital Marketing | Certification/qualification in Digital Media, SEO, Content Marketing. | CV/Interview/ Certificates |
| **Skills** | | |
| Essential | Desirable | Measured by |
| Planning skills  Creative approach  Excellent spoken and written communication skills | Microsoft packages  Budgeting skills | Interview |
| **Knowledge** | | |
| Essential | Desirable | Measured by |
| Understanding of social media  Marketing strategy  CRM software, Email marketing | Website design | CV/Interview |
| **Behaviours** | | |
| Essential | Desirable | Measured by |
| Customer focus  Polite and professional | Teamwork  Sincere and Honest | Interview |

This person specification describes the main requirements of the post holder. As circumstances change, they may be amended to reflect new requirements of the post but levels of responsibility and the nature of duties will remain consistent. The post holder will be fully consulted on any significant changes.

**Signature of post holder: Name of post holder:**

**Date:**