



Job title: Sales and Marketing Director

Location: Greenhithe, Kent

Salary: Competitive salary plus benefits

Reports to: Managing Director

SUMMARY

FDS Group consists of three companies - Fire Design Solutions, FDS Consult and Be Safe Direct - providing fire engineering and smoke ventilation solutions to the construction industry. We are currently seeking an experienced, proactive and effective Director of Sales and Marketing to lead the sales, marketing and PR communications for all three companies. The successful candidate will drive performance and growth with responsibility for marketing strategy and sales plans.

JOB DESCRIPTION

- Develop, implement and manage the marketing/PR strategy
- Liaise and work closely with digital marketing and PR agencies
- Plan, implement and manage marketing and lead generation campaigns and measure results
- Develop and maintain a consistent corporate image and ensure that the brand is well communicated across all channels
- Creation, implementation and management of the marketing plan and activity
- Manage all social media channels, strategy and activity
- Responsible for the creation of marketing materials
- Ensure company websites and blog are kept up to date
- Develop, implement and manage sales forecasting activities, targets, sectors, markets, territories and set performance goals to achieve company objectives
- Prepare and present sales reports detailing sales, potential sales and areas of proposed client base expansion
- Review and analyse sales performance against plans to determine effectiveness
- Monitor, prepare and report on marketing communications and sales activity
- Manage and give direction to the marketing and sales departments/teams
- Coordinate sales and marketing campaigns and initiatives to achieve business objectives
- Direct staff, training and performance evaluations to develop and control sales and marketing programmes
- Meet with key clients to ensure relationships are maintained and developed
- Identify and understand client's business needs and objectives to develop marketing and sales campaigns
- Coordinate liaison between sales and other departments
- Develop and manage marketing/sales budgets
- Maintain effective internal marketing communications



SKILLS AND ABILITIES

- A degree in marketing, communications, public relations, business administration, advertising or related field is required
- A proven track record in marketing and sales
- Ability to develop, manage and implement strategy and plans for the three companies within the FDS Group
- Excellent written and interpersonal communication skills
- Knowledge and application of a wide range of marketing and sales techniques and concepts
- Enthusiastic and creative
- Strategic planning skills
- Strong organisational skills
- Strong motivation, leadership and team management skills
- Analytic ability
- Experience within the building and construction industry is essential