

MARKETING ASSISTANT JOB DESCRIPTION

Feb 2016

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HRSolutions (GB) Limited



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JOB TITLE: Marketing and Sales Co-Ordinator	
REPORTS TO: Sarah Subden . Director	
1.	PURPOSE OF JOB: To assist the Directors in the provision of marketing the Company services including:- <ol style="list-style-type: none">1. Undertake business development activities by researching, developing and delivering marketing opportunities, planning and implementing sales strategies.2. To ensure the Company website is effective in terms of marketing opportunities, serving the needs of our clients and activity.3. To work with the Directors in ensuring an efficient production of the company Newsletter.4. To assist with the HR Advisers/Administration Team/Health & Safety Adviser
2.	MAIN RESPONSIBILITIES, TASKS & DUTIES <ol style="list-style-type: none">1. Undertaking marketing and sales objectives by formulating, leading, and implementing marketing and sales strategic plans.2. Developing and implementing the marketing strategy for the company in line with company objectives.3. Meeting marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analysing variances, assessing outcomes and initiating corrective actions.4. Accomplished marketing and sales objectives by planning, developing, implementing, and evaluating sales activity.

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5. Creation and publication of marketing material in line with marketing plans.
6. Formulate all sales policies, practices and procedures.
7. Co-ordinate and improve lead generation campaigns measuring results by SMATi objectives.
8. Identifies marketing opportunities by identifying clients requirements; defining market, competitor's share, competitor's strengths and weaknesses; forecasting projected business; and establishing targeted market share.
9. Improve service marketability and profitability by researching, identifying, and capitalizing on opportunities; improving service delivery; coordinating new service development.
10. Provides information for the Directors by collecting, analysing, and summarizing data and trends.
11. Keep up to date with required knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
12. To keep the marketing database up to date importing new data, updating records and performing cross checks.
13. Prepare marketing statistics.
14. Prepare supporting materials, promotional merchandise for events.
15. Provide monthly results and assessments of the sales and marketing activity and productivity to the Directors.
16. To assist in the production of the client newsletter.
17. Review and manage the Company website.
18. Review and co-ordinate the Company marketing material.
19. To undertake work for the Company Directors as and when required.
20. To comply with all data protection requirements with regards to the access and dissemination of personal data.
21. The job description will be reviewed as and when required.
22. Such other duties as may be determined from time to time within the general scope of the post.

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3.	<p>KNOWLEDGE AND SKILLS</p> <p>Essential</p> <p>Strong analytical and project management skills. Confident and dynamic personality. Strong creative outlook. Proven sales/marketing experience. GCSE (<i>or equivalent</i>) in English and Mathematics essential Grade C or above Excellent Keyboard skills. Computer literate in Microsoft Office. Ability to meet deadlines. Ability to communicate effectively at all levels within an organisation. General Office experience. Being able to work as part of a team. Good interpersonal skills</p> <p>Desirable</p> <p>Knowledge of the education sector Degree in Marketing or other Marketing qualification Qualified chartered marketer. Full Driving Licence. Experience of working in a client focused environment.</p>		
4.	<p>GENERAL</p> <p>Should attend work appropriate dress at all times . smart professional</p> <p>Subject to references, pre-employment medical check and clear enhanced DBS</p>		
<p>Other Duties</p> <p>The duties and responsibilities in this job description are not exhaustive The postholder may be required to undertake other duties that may be required from time to time within the general scope of the post.</p>			
<p>Health and Safety</p> <p>The postholder is required to carry out the duties with due regard for the Health and Safety policies and procedures.</p>			
	Name:	Signature:	Date:
Job Description written by: Directorõ õ õõ õ õ
Job Description agreed by: Post Holderõ õ õ õõ õ õ