

Job Description

Sales and Marketing Manager

Post & Job Title

- Sales and Marketing Manager

Location

- BioCity, Nottingham

Working Hours

- Flexible – 20 hours per week normally 4 hours per day

Reporting To

- Managing Director

Responsible For

- Sales and Marketing Assistant

Working With

- Managing Director and all other employees

Purpose of Job

- To manage the receipt, handling, and escalation of all sales enquiries
- To administer the preparation of quotes
- To create and implement a Marketing and PR strategy
- To identify and co-ordinate market information on behalf of HEC
- To produce appropriate marketing collateral as required
- To produce appropriate PR collateral as required
- Manage the day to day work of the Sales and Marketing Assistant
- Other tasks as required

Main Duties and Responsibilities

- To manage the receipt, handling, and escalation of all sales enquiries
 - To receive and co-ordinate all sales enquiries in line with the company's sales process
 - To monitor the status of all live enquiries to ensure all HEC and enquirer actions are completed in a timely professional manner and escalated to the MD when required
 - To ensure that all quotes and associated files are linked to an enquiry
 - To follow up sales activities with clients & potential clients
 - To chase and analyse the reasons for failure to turn an enquiry into a new order
 - To monitor company sales KPIs and sales performance
- To administer the preparation of quotes
 - To credit check all potential new clients prior to completion of a quote
 - To liaise with the sales team to capture all necessary information for quotes and to manage the dispatch of quotes to agreed timescales
 - To chase outstanding quotes to agreed timescales
- To create and implement a Marketing and PR strategy
 - Create a marketing and PR strategy for the company to be approved by the directors
 - Create a marketing and PR plan to be approved by the directors for the company based on a rolling 12 month period based on the approved strategy

- Update the marketing and PR plan on a quarterly basis
- Identify potential areas for marketing opportunities locally, nationally and throughout the EU
- Identify areas for PR opportunities locally, nationally and throughout the EU
- Create and implement a marketing and PR strategy and plan for specific areas of business as and when launched (for example for EC Rep and training courses)
- To co-ordinate market information on behalf of HEC
 - Co-ordinate the market and client news in order to produce sales leads, brief staff and have a repository of live information
 - Use the repository of market information to produce a regular blog
 - Produce a company newsletter (medical device watch) monthly and other e-mail shot when required
- To produce appropriate marketing collateral as required
 - Produce and organise the company's marketing collateral eg leaflets, banners, flyers, brochures, etc
 - Maintain and manage the development of the company's various websites
 - Manage website PPC campaigns
- To produce appropriate PR collateral as required
 - Produce and organise the company's PR collateral eg press releases, articles, podcasts, blog, responses to questions on linked in groups etc
 - To manage and develop appropriate forms of social media including (but not limited to) Twitter, Linked In, Facebook
- Manage the day to day work of the Sales and Marketing Assistant
 - Delegate marketing, sales and PR activities to Assistant where appropriate
 - Actively encourage the development of the Assistant
 - Line manage the Assistant with regards to personnel and HR responsibilities and issues
- Other tasks as required
 - Organise and implement all other marketing and PR activities as briefed
 - Actively chase new leads as required
 - Attend Sales and Marketing meetings
 - Attend Operations meeting
 - Attend Staff meetings
 - Attend Senior Management Meetings including Management Review

Other Duties and Responsibilities

- Answering telephone calls
- Carry out administrative inductions with new members of staff to the team
- Attend training courses, exhibitions & shows as and when required
- Carry out any other duties as may be required by the company from time to time
- Participate in the continual improvement of the company's Quality and Environmental systems