

Job Specification

Job role: Sales & Marketing Assistant

Reporting to: Chief Marketing Officer

Location: Reading, UK

Overview:

The role of the Sales & Marketing Assistant is to support the marketing and sales efforts and contribute to the smooth running of these departments.

In this role, the Sales & Marketing Assistant will work closely with both the Sales and Marketing teams, as well as various other departments, to implement effective sales and marketing initiatives -with the goal of driving new business, supporting customer retention and growing revenue. We are seeking to fill this position with an enthusiastic, detail-oriented individual, with a strong work ethic and a commitment to teamwork.

Responsibilities:

- Maintain accurate contact data for customers and prospects; manage email bounce backs/unsubscribe requests etc.
- Assist with answering any inbound calls and passing on to the relevant person
- Online chat: engage and help with inbound website queries
- Triage leads and assign them to the right people within the sales organisation
- Help with the execution of:
 - corporate marketing activities including: PR/AR, branding and guidelines, corporate messaging / communications, product launches co-ordination etc.
 - field marketing activities including: lead generation activities incl direct marketing, tradeshow & events etc.
- Assist the marketing team with tasks such as ordering business cards, raising supplier orders/purchase orders, ordering stock, creating reports, sourcing images, building powerpoint presentations etc.
- Help co-ordinate the organisation of trade shows and other company events incl. webinars, customer event: sourcing venues, assisting with planning and logistics on the day, organising marketing materials to be handed out, post event debrief etc.
- Assist with content creation: copy-writing for emails, blogs, news, web pages etc.
- Monitor and support social media: posting content, respond and engage etc.
- Help gather and analyse market data
- Gather and keep accurate marketing metrics to benchmark and measure success
- Help with designing and proofreading of marketing materials
- Ensure the sales team have access to the necessary collateral and sales tools

Skills & Experience required:

Candidates should be able to demonstrate directly relevant experience including:

- A team player and continuous learner
- Skilled at being effective in a small and lean organisation
- Strong written and verbal communication skills
- Professionalism, hard working, committed and creativity
- Capable of managing and prioritising multiple projects simultaneously
- Excellent organisational and follow-up skills, as well as attention to detail
- Ability to readily adapt as priorities shift to meet business needs
- Adhere to deadlines
- A passion for anything marketing
- A drive for success