

MARKETING and SALES JOB DESCRIPTION

June 2018

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HR Solutions (GB) Limited

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JOB TITLE: Marketing Assistant	
REPORTS TO: Sarah Subden – Director	
1.	PURPOSE OF JOB: To lead 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 strategies, planning and implementing sales activities.2. To ensure the Company website is effective in terms of marketing opportunities, serving the needs of our clients and potential sales activity.3. To work with the Directors in ensuring an efficient production of the Company Newsletter.
2.	MAIN RESPONSIBILITIES, TASKS & DUTIES <ol style="list-style-type: none">1. Conduct research to analyse client needs and requirements (e.g. local/national trends and preferences).2. Developing and implementing the marketing strategy for the Company in line with Company objectives.3. Creation and publication of marketing material in line with marketing plans.4. Undertaking successful marketing and sales campaigns.5. Set up tracking and evaluation systems for marketing activities.6. Identify and analyse main competitors and bring forward options to improve our service to clients.7. Organise promotional activities for new products/services.

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	<p>8. Prepare monthly reports for the Directors by collecting and analysing sales activity and data. Including monthly, quarterly and annual forecasts.</p> <p>9. To assist in the production of the client newsletter.</p> <p>10. Review and manage the Company website.</p> <p>11. Review and co-ordinate the Company promotional material and events</p> <p>12. Such other duties as may be determined from time to time within the general scope of the post.</p>
3.	<p>KNOWLEDGE AND SKILLS</p> <p>Essential Strong analytical and project management skills. Excellent communication and presentation skills. Knowledge of traditional and digital marketing tools. Confident and approachable attitude. Strong creative outlook. Proven sales/marketing skills and experience or in a similar role. Computer literate in Microsoft Office. Ability to meet deadlines. Ability to communicate effectively at all levels within an organisation. Being able to work as part of a team. GCSE (or equivalent) in English and Mathematics essential Grade C or above</p> <p>Desirable BSc degree in Marketing or relevant field. Proven sales/marketing skills and experience. Proven work experience as a Marketing Coordinator, Marketing Officer or similar role. Knowledge of the education sector. Experience with research methods using data analytics software. Experience of working in a client focused environment. General Office experience. Full Driving Licence.</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>

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Other Duties

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.

Health and Safety

The postholder is required to carry out the duties with due regard for the Health and Safety policies and procedures.

	Name:	Signature:	Date:
Job Description written by: Director
Job Description agreed by: Post Holder