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