



Sales & Marketing Coordinator Job Description

Reporting to the International Sales Manager, the Sales and Marketing Coordinator is responsible for supporting the Sales Team by providing administrative support and managing enquiries from distributors and end users and providing marcom support to the Product Managers

Duties and Responsibilities

- Responsible for day to day sales enquiries from distributors – part numbers, prices, literature, tender support, etc.
- Responsibility for Scie-Plas Brand Electrophoresis products in territories to be defined.
- Manage and record all sales enquiries via CRM
- Customer account creation and update via Navision / CRM
- Liaise with logistics/ order desk to ensure equipment for supporting events such as distributor meetings, seminars, exhibitions and trade shows is in place.
- Assist in production of sales and marketing literature and maintain literature store.
- Assist with marketing plan provided by product managers – eg website, SEO, social media, advertising, PR distribution
- General support to sales team as required, travel cover etc.
- Occasional travel may be required.

Person Specification

- Good time management and planning skills
- Good interpersonal and presentation skills
- Excellent written and verbal communication skills are essential
- Able to meet multiple project deadlines and demonstrate good attention to detail
- Experience in communicating multi-culturally
- Able to demonstrate an understanding of the needs of the customer
- Able to work individually as well as part of a team
- Ability to meet deadlines with minimal supervision
- Experience of MS Navision an advantage but not a specific requirement
- Additional languages an advantage but not a specific requirement
- Knowledge of export compliance and logistics an advantage but not a specific requirement