

## Job Description – Sales & Marketing Administrator

<b>Location:</b>	Aldridge, Walsall, UK
<b>Department:</b>	Sales & Marketing
<b>Reports to:</b>	Gareth Jones, Sales & Marketing Manager
<b>Responsible for:</b>	Sales & Marketing Administration
<b>Job Objectives:</b>	<ul style="list-style-type: none"> <li>• Contribute to the development of the company sales and marketing administration activities.</li> <li>• Ensure that the sales enquiry process is conducted in a timely manner that meets internal procedures and customer satisfaction.</li> <li>• Support incoming enquiries, co-ordinate client meetings and support contract preparation.</li> <li>• Manage the timely production of contracts internally and progress their status with the client.</li> <li>• Implement ways of maintaining relationships with all current and past In-Comm clients.</li> <li>• Maintain, enhance and keep up to date all aspects of the In-Comm’s web site.</li> <li>• Actively support the preparation of promotions, exhibition events, road shows Etc to attract new clients.</li> <li>• Support job closeout processes and implement ongoing client contact strategies.</li> <li>• Maintain and enhance the In-Comm customer relationship management (CRM) database Goldmine</li> <li>• Continually review and improve company sales literature, company sales presentations and advertising material.</li> <li>• Contact and build relationships with new and existing In-Comm clients.</li> <li>• Create new business leads and organise follow up activities.</li> <li>• Provide administrative support for Business Support activities.</li> </ul>
<b>Hours of Work</b>	• 35.5 Hours Per Week Monday to Friday.
<b>Essential Knowledge &amp; Experience:</b>	<ul style="list-style-type: none"> <li>• Experience in sales or marketing or business support.</li> <li>• Computer literate with good Web skills.</li> <li>• Proficient with Word &amp; Excel.</li> <li>• Database manipulation.</li> <li>• Telephone manner, introductions and generating leads.</li> <li>• Preparation of quotations for clients.</li> </ul>
<b>Desirable Knowledge &amp; Experience:</b>	<ul style="list-style-type: none"> <li>• Presentation skills</li> <li>• Co-ordinating conferences, exhibitions and other marketing events.</li> <li>• Utilising the Web to promote and advertise company services.</li> <li>• Knowledge of the training Industry Sector</li> <li>• Contract chasing experience.</li> </ul>





**IN-COMM Training & Business Services**

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