

Job description

Marketing & Sales Leader

Qualifications and Experience:

The post requires experience in understanding customers, client relationships, sales planning, and competitive analysis. Experience of financial planning, project management, marketing concepts and product development.

Accountability and Responsibilities:

The overall purpose of our marketing activities is to Inspire, Education and Empower people to take action to achieve Sustainable Rural Living. The Marketing & Sales Leader will be responsible to General Manager, or a delegated person, nominated and agreed by the Fyne Futures Board. Marketing & Sales Leader will support achievement of business goals by developing strategic marketing plans and implementing sales plans. Marketing & Sales Leader will work with Operations Team Leaders and Business Administrator to ensure all internal customers understand and work to marketing & sales plans.

Main Objectives of Post

- To provide effective leadership of our key messages for marketing, sales and customer service to EFQM & Revolve standards and any other external measure we choose to adopt.
- To research, and if commercially viable, develop new products and services in line with strategic business goals.
- To produce an annual marketing and sales plan which achieve financial objectives.
- To ensure compliance of Fyne Futures policies and processes

The main job activities are as follows:

- Identifies marketing opportunities by identifying consumer requirements
- To maintain an up to date knowledge of marketing and sales best practise
- Accomplishes marketing and sales objectives by planning, developing, implementing and evaluating marketing and sales activities
- To support staff, trainees and volunteers ensuring their training and development needs are met where relevant to promotion of the business objectives
- To ensure that all resources provided are used effectively and efficiently
- To maintain and develop high standards of operation in keeping with industry standards, specifically Revolve and EQFM
- To update, maintain, review and evaluate management monitors for improved effective and efficient ways of working
- To plan, communicate and implement an annual marketing and sales plan
- To support annual budget process, and financial by providing marketing and sales data
- To carry out other such duties and responsibilities as may be required from time to time by the line manager.

Person Specification:***Essential skills and experience:***

- Have a full, current and clean driving licence
- Be IT literate including experience of e-marketing
- Be capable of collecting, analysing and summarising data and trends
- Able to build and sustain rapport with key stakeholders
- Have strong competency skills in
 - Showing initiative that improves customer care
 - Problem solving for business effectiveness
 - Leading teams that improves performance

Desirable skills:

- Financial planning and strategy
- People management
- Policy and process development to improve customer service

Personal qualities:

- Be committed to the social and community objectives of Fyne Futures Ltd
- Be a good communicator and get on well with others
- Be able to deal with the public in a sensitive manner
- Possess the ability to work unsupervised and use own initiative
- Possess good organisational skills
- Be capable of working in a team situation
- Possess a positive attitude to disadvantaged and vulnerable members of society
- Possess a desire and have the ability to promote environmental awareness with respect to low carbon living
- Possess a friendly and enthusiastic disposition

Hours:

35 hour week within Monday – Friday 8.30am – 5pm operating hours

You may be required to work Saturdays, Public and Bank holidays with the exception of Christmas Day, Boxing Day and New Year's Day, 2nd January.

Salary:

£17,948.71 per annum, paid monthly

(pro-rata for fixed term contract to 31st March 2017)

Holiday:

37 days per year including statutory entitlement (pro-rata)

Pension:

Contributory