

Job Description

Job Title: Marketing and Sales Manager.

Benefits: Pension, Death in Service.

Hours of Duty: 37.5 per week.

Department: Office.

Office Location: Thursford Collection, Thursford, Fakenham, Norfolk, NR21 0AS.

Responsible to: CEO & General Manager.

Key Working Relationships:

Internal: All staff within the office and all other departments of The Thursford Collection Limited (“Collection”) & Thursford Enterprises Limited (“Enterprises”).

Chairman of Collection and Chairman of Enterprises.

External: Collection and Enterprises stakeholders.

Marketing and Sales Job Purpose:

To research and develop various marketing strategies for products and services. Implements marketing plans and works to meet sales quotas. Track’s marketing and sales data and identifies areas of improvement.

Marketing and Sales Job Duties:

- Contributes information, ideas, and research to help develop marketing strategies.
- Helps to detail, design, and implement marketing plans for each product or service being offered.
- Sets marketing schedules and coordinates with colleagues, sponsors, media representatives, and other professionals to implement strategies across multiple channels.
- Develops sales strategies and approaches for various products and services, such as special promotions, sponsored events, etc.
- Answers questions from clients about product and service benefits
- Maintains excellent relationships with clients through superior customer service.
- Track’s sales data and works to meet quotas or sales team goals.
- Analyses trends, data, demographics, pricing strategies, and other information that can potentially improve marketing and sales performance.
- Creates and presents regular performance reports for managers and executives.
- Implements and adheres to company policies and procedures.
- Attends trade shows and travels to meet clients as needed.

Undertake such other reasonable duties as may be required by the CEO and General Manager

Sales and Marketing Manager Knowledge & Skill Essential Requirements:

- A Bachelor's degree in Marketing, Mathematics, Business Administration, or related field.
- 3-5 years' experience in marketing or sales.
- Experience in management may be advantageous.
- Understanding and knowledge of sales and marketing.
- Strong analytical, organizational, and creative thinking skills.
- Skilled at Google AdWords and analytics.
- In depth knowledge of all the top social media platforms.
- Able to produce strong social media paid campaigns and track results.
- Excellent communication, interpersonal, and customer service skills.
- Knowledge of data analysis and report writing.
- The ability to understand and follow company policies and procedures.
- The ability to work under pressure.

Sales and Marketing Manager Knowledge & Skill Desirable Requirement:

- Strong Photo Shop skills to produce marketing material.

THIS JOB DESCRIPTION IS NOT AN EXHAUSTIVE DOCUMENT BUT IS A REFLECTION OF THE DUTIES AND RESPONSIBILITIES APPLICABLE AT THE TIME OF ISSUE. In consultation with the post holder, details and emphasis are subject to amendment and revision in the light of the changing needs of the Collection and Enterprises.

UPDATED – May 2021