

Job Description

Post Title: Sales and Marketing Manager	Hours Per Week: 37.5 hours
Salary: Subject to qualifications and experience	Location: Arnold, Nottingham

Job Purpose:

- Secure consultancy business for Encon Associates to deliver increased income and profit
- To determine appropriate sales strategies in all market segments to maximise revenue.
- Put in place a robust and effective sales and marketing plan to address the short, medium and long term business objectives
- To proactively and reactively sell and market Encon Associates services generating new business, locally, regionally and nationally.
- To seek out new opportunities to ensure Encon Associates maintains and increases industry presence and to develop the services offered by Encon Associates to reflect the changing market place and trends
- To lead on and achieve agreed sales targets

Principal Duties and Responsibilities:

- Scope and implement a sales and marketing plan to deliver financial objectives
- To develop a customer relationship management strategy to assist in the retention of key business and target potential new leads
- Holding lead accountability to manage the annual sales and marketing budget for the department ensuring that ROI is measured where applicable
- Full responsibility for the design, print and production of all promotional material.
- Management of Encon Associates brand standards to include brochures and conference promotional stock.
- Hold lead accountability for the use of kinetics as a sales and marketing tool
- To grow and manage key accounts by developing relationships and maximising opportunity
- Put in place a public relations plan to maximise the profile of Encon Associates in the relevant market
- Present monthly reports plus an annual report detailing activity, performance, market knowledge and future activity

- Hold lead accountability for Encon Associates web presence
- Lead on copy and content for the website, ensuring it is up to date and the site fully optimised.
- To create and manage the social media strategy including Facebook and Twitter
- Develop and measure an ecomms strategy to maximise website traffic and generate new business
- Work with the Encon team to support the business in the achievement of externally recognised awards
- Put in place a sales and marketing training and development plan for colleagues
- Represent Encon Associates at trade shows, on various boards and at meetings where required
- Identify appropriate mediums to advertise and hold accountability for the implementation and measurement thereof
- Research, implement and manage the company CRM system

Special Requirements:

- Additional working hours may be required to fulfil the job role
- The post holder may be required to undertake any other duties which may reasonably be required as within the nature of the duties and responsibilities of the post as defined, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the Job Description in specific terms

Application Requirements:

- Written applications of interest are welcomed via email to enquiries@enconassociates.com or by post to:
Encon Associates Limited
Head Office
10 Chapel Lane
Arnold
Nottingham
NG5 7DR
- Please enclose CV and covering letter explaining your interest in the post, experience and salary expectations
- Applicants will be contacted if they have been shortlisted for interview