

Marketing and Sales Executive

January 2020

Encon Associates is a multidisciplinary consultancy offering a wide range of environmental and sustainability services to the construction industry. Specialists in the discharge of planning conditions, Building Regulations and BREEAM compliance, Encon Associates is an established, award winning consultancy looking to expand its presence in the sector.

Encon Associates is looking for an experienced Marketing and Sales Executive on a permanent contract to lead the sales and marketing for the business. The primary role will be to create and manage robust marketing campaigns and a social media strategy to support the aims and objectives set out in the Company's business plan and be available as a resource to work on marketing and sales projects.

Joining the Head Office in Nottingham, the successful candidate will have experience in the sales sector with a relevant qualification in marketing. The successful candidate will have a proven track record of developing and delivering challenging KPI's, managing their own workload to tight deadlines and experience of working in the private sector. You will possess outstanding customer care skills and strong administrative experience.

This is a great opportunity for a driven and self-motivated individual looking to build their own team and establish a presence within the industry.

A background in construction or sustainability would be advantageous, but not essential.

Job purpose

To proactively market Encon Associates and its services across the Company through implementation of the Sales & Marketing strategy whilst also actively seeking out new opportunities to support the business.

To create robust sales and marketing campaigns and a social media strategy to support the aims and objectives set out in the business plan and lead on marketing and sales projects.

To support the growth of the business with innovative sales and marketing campaigns

Principal duties and responsibilities:**Marketing**

- Create content for advertisements, press releases and news items to communicate information effectively to a wide range of diverse customers.
- Manage Encon Associates website and lead on content ensuring it is up to date; liaising with the relevant internal contacts and external agencies to ensure the site is fully optimised for SEO and Google Analytics.
- Maintain the company CRM systems and actively contribute towards increasing sales from existing and new customers.

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- Creating copy and design for collateral and digital marketing initiatives and campaigns plus post analysis, seeking and implementing improvements to services.
- Ownership of the daily maintenance and monitoring of all social media channels with regular updates and posts responding to the needs of the business. Identify appropriate industry shows to have a presence at.
- Conduct research into different markets and competitors, making contacts within relevant businesses and departments and using reports and data to assess risk and support decision making.
- Manage and order promotional material and products.
- Promote the services at exhibitions and networking events, actively seeking feedback from customers and suggesting appropriate changes.
- Ensure consistency of message and branding through all marketing channels
- Present and implement ideas for experimental marketing campaigns designed to enhance the growth of the business and identify local/national advertising and promotional opportunities
- Research and analyse industry trends to make informed recommendations for future marketing activity
- Report on marketing budgets set out by the Company Directors.

Sales

- Collate sales kits/collateral and ensure there is a ready supply.
- Proactively sell and promote Encon Associates services across the whole business, to a targeted database of potential clients by phone and email when business needs require, providing a quality service and anticipating customers' needs.
- Management of agency and third party/memberships listings and relationships
- Design and promote industry specific offers to help the team achieve revenue targets throughout the year.
- Identify and complete applications for potential industry standard awards and accreditations
- Set Key Performance Indicators and produce regular Sales & Marketing reports to inform the Company Directors of progress

The offering

Our benefits include:

- Competitive package up to £27k per annum pro rata
- 20 days holiday, plus bank holidays and fully paid Christmas shut down
- Company pension scheme
- Professional Membership
- Ongoing training package

Working on a part-time basis would be considered for the right candidate which would be paid on a pro-rata basis.

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Person specification

Please submit a written statement to Tracy@enconassociates.com demonstrating how you meet the criteria articulated in the following person specification.

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Person Specification

Attributes	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • Sound working knowledge of word-processing, email, internet and software packages including Microsoft Word, Excel and Outlook. • Demonstratable knowledge of all social media platforms used in a business capacity and how they work. • Knowledge of the sales cycle and industry related terms. 	<ul style="list-style-type: none"> • Knowledge of the construction industry.
Skills	<ul style="list-style-type: none"> • Copywriting skills for print, online and e-marketing. • Ability to use a marketing based design software and email management tool i.e. adobe photoshop/InDesign/mailchimp • Excellent interpersonal and verbal/written communication skills. • Ability to work effectively on your own and as part of a team to collectively meet objectives. • A quick learner, adaptable and flexible. • Good time management and an ability to work methodically to meet tight deadlines. • Capable of multi-tasking under pressure and establishing clear priorities with accuracy and attention to detail. • Ability to think resourcefully on your own using your own initiative. • An ability to provide a customer-focused service to a range of customers. • Ability to promote the reputation, professionalism and credibility of Encon Associates. • Ability to follow and maintain a sales & marketing strategy. 	<ul style="list-style-type: none"> • Ability to write sales & marketing strategies.

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	<ul style="list-style-type: none"> • Ability to interpret data and demonstrate investigative research and analytical skills. • Excellent interpersonal and verbal/written communication skills. 	
Experience	<ul style="list-style-type: none"> • Experience of designing and implementing marketing plans using client data systems and online resources. • Managing and updating websites. • Experience of producing accurate marketing materials and external communications in a variety of formats. • Experience of running and maintaining CRM systems. • Experience of co-ordinating a busy and varied workload within an office environment. • Experience of planning or managing social media campaigns and online promotions. • Experience of managing a budget and measuring ROI and KPI. 	<ul style="list-style-type: none"> • Relevant marketing experience in the construction industry. • Proficiency in telesales call techniques to qualify leads and prospective clients.
Qualifications	<ul style="list-style-type: none"> • Relevant Marketing qualification or substantial relevant work experience. 	<ul style="list-style-type: none"> • HND or degree, or equivalent.

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