

Devizes Town Council

Job Description: Sales and Marketing Officer

Job purpose:

To be directly responsible for the generation, enrolment and conversion of all venues enquiries.

Responsible to: Direct Services Manager

Location: Town Hall, St John's Street, Devizes, Wiltshire, SN10 1BN

Main responsibilities:

1. Follow up venues enquiries.
2. Assist with direct mail/email/SMS campaigns and follow up with telesales.
3. To plan and carry out marketing and sales activities.
4. To develop sales to an identified portfolio of customers.
5. To maintain the content of the venues website and manage all social media content.
6. Contribute new sales initiatives and campaigns.
7. Identify potential new customers, make contact and set up meetings with the organisation's decision makers to promote the venues.
8. Work with suppliers to identify and follow up projects.
9. Maintain and develop existing and new customers through planned individual account support.
10. Record all activity.
11. Liaise with external marketing/promotions company when appropriate.
12. Report to the Direct Services Manager to discuss and review performance.
13. Carry out market research, competitor and customer surveys.
14. Attend training sessions to develop relevant knowledge and skills.
15. Represent the organisation at trade exhibitions, events and demonstrations
16. In addition to the duties and responsibilities listed, the jobholder is required to perform, from time to time, any other reasonable duties that may be assigned by their line manager.

General:

1. The post holder has personal responsibility for safety as outlined in the Health and Safety at Work Act 1974.
2. All staff are required to abide by and promote equalities within the Town Council as outlined in the National Joint Council (NJC) Pay & Conditions of Service.
3. This job description is a reflection of the present position and is subject to review and alteration in detail and emphasis in the light of future changes or developments.

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Person Specification: Sales and Marketing Officer

The post holder requires the following:

Qualifications

There are no formal qualifications required for this post although the job holder may be expected to participate in relevant training sessions when they become available.

Experience

1. It is essential that the job holder has proven experience in a similar role.

Essential Skills & Abilities

1. Good communication skills.
2. Relevant experience in managing a corporate website and social media activity.
3. Self-drive, results-orientation and a positive outlook, with a clear focus on high quality service and business profit.
4. Credibility and comfort in dealing with customers at all levels by telephone.
5. Good presentation and a business-like manner.
6. Ability to work as part of a team.
7. Good computer skills, particularly Microsoft Outlook, Excel and Word.
8. An excellent telephone manner.
9. A clean driving licence.