

Employee specification

- Job title:** Sales & Marketing Assistant
- Salary range:** Up to £12,000 basic plus personal and team bonus
- Benefits:** 21 days annual leave + 4 concessionary
Travel allowance 25p/mile (own car)
Contributory stakeholder pension scheme (on completion of probation)
Private medical insurance (on completion of probation)
- Reports to:** Business Development Director
- Location:** Wolverhampton, West Midlands
- How to apply:** Please complete our application form and send with covering letter and CV to arrive no later than 12 noon on Tuesday 31 July 2007.
- By email: hr@impactapplications.com
- By post: Office Manager, Impact Applications, Wolverhampton Science Park, Mammoth Drive, Wolverhampton WV10 9TG

Summary of position

The Sales & Marketing Assistant will assist in implementing the company's sales and marketing strategy to build a credible, respected brand portfolio, and to generate inbound enquiries from end-users and trade customers. You will organise sales and marketing events, design and issue direct mail campaigns, and undertake telemarketing campaigns to generate attendance at events and appointments for the business development team.

This role ideally suits a recent graduate seeking a career in sales and marketing. You will need to be confident, highly organised and very persuasive on the phone and in person. We will provide on-the-job training across a wide range of sales and marketing disciplines.

Candidate profile

1. Sound knowledge of the internet and its use in small businesses.
2. Experience of developing and executing effective marketing campaigns, generating significant product or company recall.
3. Experience of conducting successful direct mail/email campaigns.
4. Evidence of generating significant additional inbound enquiries from trade customers and/or end-users as the result of effective business-to-business marketing.
5. Excellent verbal and written communication skills.
6. Excellent IT skills, including word-processing and presentations.
7. HND or first degree in relevant subject is essential, and a professional marketing qualification would be a bonus.

Key responsibilities

1. Generating inbound enquiries from trade customers and end-users.
2. Securing registration to sales and marketing events and qualified appointments with the business development team.
3. Assisting in the development of a range of marketing materials including brochures, exhibition stands and direct mail enclosures.
4. Assisting with the management and development of the corporate website and any related micro-sites.
5. Staffing of sales presentations, exhibitions and other events.

6. Managing a schedule of sales calls and occasional visits and presentations.

Key objectives

1. Deliver a rolling programme of general direct mail campaigns and specific campaigns in support of all events.
2. Generate at least 10 new qualified sales appointments each month for the business development team.

Day-to-day activities

1. Liaising with marketing services providers.
2. Generating copy for publications, websites and press releases.
3. Updating the corporate website and related micro-sites.
4. Preparing and distributing direct mail campaigns.
5. Co-ordinating sales events and exhibitions, and managing registrations.
6. Staffing exhibition stands at conferences, exhibitions and seminars.
7. Maintenance of customer records in the client management system.
8. Sourcing additional prospects for the client management system.
9. Providing front-line inbound telephone support for all enquiries.
10. Undertaking outbound telesales to prospects and cold-calling target customers.
11. Visiting prospects in their workplace to close sales and generate repeat business.

General terms and conditions

1. All appointments are subject to a 3 month probation period, at the end of which substantive appointment to the position will be confirmed. During the probationary period, either party may give one weeks notice to terminate employment for any reason.
2. Following the probation period, either party must give one months notice in writing to terminate employment for any reason. The employer must invoke disciplinary proceedings to otherwise terminate employment.
3. All grievances should be addressed to the Business Development Director in writing. All disciplinary appeals should be addressed in writing to the Managing Director.
4. Basic wages are paid monthly by electronic cash transfer direct to a nominated bank account on the last working day of the month.
5. Personal bonus is calculated and paid based on the bonus schedule approved by the Board of Directors and confirmed in writing on appointment.
6. The team bonus scheme is aimed at encouraging all staff to exceed their personal and shared targets and objectives, and to share in the increased prosperity which is likely to ensue from this level of commitment from all staff. The frequency and amount of such a bonus is set by the Board of Directors, and we aim to make a payment every six months if company targets are exceeded.
7. Staff are expected to maintain high levels of personal hygiene and presentation at all times. Staff should consider the expectations of clients, suppliers and colleagues in selecting their attire.
8. All staff will receive a six monthly formal appraisal, through which performance is monitored, targets set, training needs identified and other environmental and support issues addressed.
9. Job sharing is available for this position.
10. Working hours are generally 8.30am-5.00pm, Monday to Friday. This position will be expected to work flexible hours on a frequent basis, including evenings and weekends.

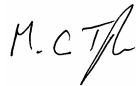
11. This postholder will be expected to travel off-site occasionally to customers, suppliers and partners nationwide.

Impact Applications Limited is an equal opportunities employer and welcomes applications from all sections of the community. The company will not tolerate less favourable treatment on grounds of: sex, race, colour, nationality, ethnic or national origin, disability, marital status, sexual orientation, responsibility for dependants, age, trade union or political activities, religious beliefs, or any other reason which cannot be shown to be justified.

Issued by: Martin Taylor

Position: Managing Director

Authorised signature:



Date: 16 July 2007