

# **Job Description: Sales and Marketing Executive, Onto the Page Ltd**

**Reporting Structure:** reporting directly to the Managing Director

**Location:** Onto the Page, 142 Harrogate Road, Chapel Allerton, Leeds, LS7 4NZ

## **Key responsibilities**

### **1. Sales / Business development (approximately 70% of workload)**

- To identify, develop and build relationships with prospective clients, ensuring that all sales opportunities for Onto the Page are acted upon. To gather a clear view of a prospect's reasons for engaging Onto the Page and required key deliverables to allow compelling propositions to be created, presented and closed as appropriate
- For all new clients, prepare a client brief for the Client Manager, effecting the handover of the relationship into the delivery phase
- Identify, organise and attend relevant networking events, e.g. Brand Yorkshire, Chambers of Commerce breakfast meetings, etc, following up all leads gathered
- Identify, create business case for and, if approved, manage the company's attendance at suitable business development / lead generation events in Yorkshire
- To further develop relationships with existing business partners and identify and develop opportunities with new partners.

### **2. Marketing and PR (approximately 20% of workload)**

- To work alongside the MD in the management of direct marketing, including regular email shots to the prospect database
- To keep the content of the Company's website up to date and relevant
- To identify and manage a social media strategy for the Company
- To work with the MD to identify PR opportunities and to action those deemed valuable for the Company's brand and reputational development
- To identify suitable awards for the Company to enter
- To plan and execute the launch of the knowledge management software product (late 2015).

### **3. Competitor and market awareness – search service (approximately 5% of workload)**

- To research resources available to Onto the Page and to scan competitor offerings to ensure the range of services continues to offer good value for clients. To make suggestions to the MD when any new opportunities for service enhancement are identified

### **4. Client support for marcomms activities (approximately 5% of workload)**

- To support the Client Manager in delivering commissioned client marcomms activities, by providing expert advice on marketing strategies and tactical activity as required

- To support the delivery of client marcomms activity as required by the MD or Client Manager.

## **Personal attributes**

We are looking for:

- An energetic and outgoing team player with high levels of integrity, confidence and resilience
- A creative thinker and an individual keen on developing their existing skills as well as learning new ones
- A highly motivated self-starter and completer/finisher who is able to work under pressure but who will not compromise on quality
- An individual with a strong business acumen, who feels comfortable in making decisions, and in handling contractual and commercial negotiations with prospects
- An individual sharing the Company's values of hard work, integrity, honesty, expertise and great service.
- A lifelong learner, who will embrace the opportunity to acquire new skills and ideas, potentially through self-study.

## **Required skills**

- Sales and marketing best practice / knowledge of current tools
- Problem solving
- Decision making
- Organisation and time management
- Commercial acumen
- Excellent verbal and written communications.

## **Experience**

- Experience of sales and marketing in a B2B environment.

## **Qualifications**

- Educated to degree level, or having equivalent work experience.

## **Package**

### **Hours of work**

The role is full time (35 hours per week, Monday to Friday).

### **Location**

The role is principally office-based, although visits to prospects' offices and events are required. Access to a car and a clean driving licence is therefore essential. All travel expenses will be paid in accordance with HMRC guidelines (i.e. all business-related travel expenses will be reimbursed, but travel to and from home to the office cannot be paid).

### **Remuneration package**

The salary for the role will be £18,000 - £20,000 per annum, depending on experience.

### **Bonus**

In recognition of the role's potential contribution to the company's success, this role will be eligible for a bonus of up to 25% of annual salary, based on the achievement of sales targets.

All bonuses will be paid via the payroll and will be subject to the normal deductions of tax and NI. The company's bonus scheme is non-contractual.

### **Holiday**

The full-year entitlement for this role is 28 days, plus an additional 8 days' entitlement for Bank Holidays.

### **Phone and laptop**

A smartphone and laptop will be provided. The cost of personal calls and data access (subject to agreed limits) will be met by the Company.

Onto the Page is an equal opportunities employer.