



## Senior Marketing and Sales Executive

Reporting line – direct report to the head of marketing and dotted line to the sales and marketing director.

### Main Marketing responsibilities

- Coordination and execution of marketing tactics and campaigns across a given region to a given target audience and measurement of success based around set campaigns KPIs (direct marketing campaigns, PR campaigns coordination with PR agency or directly with publications, all of which should be relayed on social and our website). Production of tailored content (per region or target area) is expected.
- Maintain and update customer data in order to run our marketing campaigns effectively (up to date email addresses and telephone numbers, update data post events, post activity and keep a list of "opted out" contacts to ensure non communication to these contacts)
- Management of photoshoots (from creative brief to booking studio and photograph to raising the furniture orders on our system and being at the shoot)
- Marketing budget tracking on a monthly basis and reports provide quarterly updates to senior leader team,
- Providing a wide range of marketing supports in line with key messaging agreed by senior management team (in line with overall company strategy) such as brochures, micro sites content, PR pieces, promotional offer, ...and coordinate with agency the design work around these.
- Management of all events and other lead generation marketing activities including briefing of sales teams, management and coordination of all marketing supports around the event (inc all event properties such as stand, giveaways, brochures...), management of PR around the events and social posts along with post event communication and lead follow up with the sales teams.
- Management of social campaigns relay - when implementing integrated campaigns ensuring messaging is relayed on social (with infographics or regular post or any other support) making sure we are perforating well against our set social KPIs (number of followers, number of posts and likes, ...)
- Update of our PR distribution list and coordination of all PR and advertising inserts content with key publications and coordinate with PR agency if one in place or direct with publications.
- Management of all marketing collateral (inc any giveaways) stock taking and re print

### Main sales Responsibilities

- Complete tenders for the sales teams
- Complete on line registration of company for key accounts/customers
- Liaising with fabric & product suppliers regarding new items
- Ensure price lists are fully up-to-date and communicated to the relevant internal and external contacts (Customers and our distributors)
- Raise orders for shows/ events
- Directing all sales email to the right team member
- Other duties as required.
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Key skills for the role are:

- Project management skills are essential to the role
- Multi tasking is also essential to the position as multiple campaigns must be run in parallel
- Great communication skills
- Attention to details is key
- A do-er attitude

Package

26 000 Salary, Career growth opportunities

