

Marketing & Sales Executive Role

Marketing Responsibilities

Responsible for marketing activity for the Irish and export markets.

- Increase sales through the identification and cultivation of new customers
- Develop a detailed data base of potential new customer/clients for the business
- Arrange introductory meetings for senior management and prospective customers
- Plan and implement an annual marketing plan; regularly updating the management team on progress
- Organisation and coordination of all promotional activities
- Organising and attending trade shows and exhibitions
- Preparing and maintaining all promotional materials
- Managing and updating of company web site
- Preparation of sales presentations for customer meetings
- Implementing ongoing marketing campaigns through a number of communication channels including e-zine, face book, twitter etc.
- Upkeep and validation of sales pipeline
- Analysis and feedback of sales performance
- Management and accuracy of CRM and ongoing development of this as the core tool for ongoing sales and business expansion
- Researching new market opportunities
- Researching new product areas for the company
- Carry out analysis of the overall competitive landscape, identifying key markets and trends
- Full fill the role of "Brand Guardian" for the company brand
- Maintain comprehensive records and analysis on all marketing activity
- Work closely with the sales management team to ensure a synergy of activity exists across the entire organisation
- To take responsibility for related and critical Key Performance Indicators
- Maintain a file on key competitor marketing activity
- Maintain "leading edge" awareness on market developments, promotions, materials and technology etc.

DESCRIPTION

A leading international specialist supplier of bespoke office and hospitality furniture have an exciting opportunity for a Marketing Executive to join their team

Job Title	Marketing Executive
Reporting to	Sales Manager
Location	County Monaghan

Job Purpose To co-ordinate, manage and support the daily marketing functions and initiatives within the company, identifying new customer and business opportunities within Ireland and International markets.

Key Responsibilities:

- Plan and implement an annual marketing plan; regularly updating the management team on progress
- Full fill the role of "Brand Guardian" for the company brand
- Responsible for logistics and delivery of all marketing material
- Liaising with the management team to successfully implement marketing initiatives
- Organisation and coordination of all promotional activities
- Management and accuracy of CRM tool and ongoing development of this as the core tool for ongoing sales and business expansion
- Researching new market opportunities
- Maintain "leading edge" awareness on market developments, promotions, materials and technology etc.
- Organising and attending trade shows and exhibitions
- Managing and updating of company web site
- Other projects and duties which the company deems suitable for the position

Knowledge and experience:

- A marketing qualification
- Excellent Microsoft Office skills
- At least 2 years administrative experience in a marketing support role
- Website content development experience, though not essential, is desirable
- Proven experience in building effective relationships (with internal and external customers)

Personal Attributes:

- Have a positive, proactive 'can do' attitude
- Have personal and professional credibility
- Be confident, dynamic and creative
- Have experience in working to tight deadlines
- Have an ability to prioritise and a high attention for detail
- Have excellent organisation skills
- Have excellent communication skills, both written and oral
- Be a team player and willing to step outside the role when required