



# Job Description

Role Title	Sales and Marketing Lead
Team	Senior Management Team
Reports to (role title)	Chief Executive Officer & Director
Version	v0.2
Approving Manager	Chief Executive Officer & Director
Date	04-0-21

## Role Purpose:

Accomplish business development activities by researching and developing marketing opportunities and plans, implementing sales plans and promoting the business to target clients.

Targeting clients in new and existing sectors, and generating sales leads.

## Accountabilities:

### 1. Promote the business to target clients.

- Create promotional material on social media channels (Twitter and LinkedIn) and on website to reach and inform potential clients.
- Manage monthly newsletter and content creation for this, to promote Data Duopoly to target clients.
- Create content for a monthly blog post on the website to promote the latest features at Data Duopoly.
- Identify key tradeshow, events and conferences to attend, to help with the promotion of the business.
- Identify and organise speaking events including panel discussions to promote the business.
- Identify new way to promote the business to target clients.

### 2. Target clients in new and existing sectors.

- Identify new strategic sectors to target in order to increase the company's client base.
- Develop a plan to reach the relevant personnel in these strategic

- sectors, to build relationships with prospective customers.
- Implement the plan to reach strategic sectors, to achieve sales growth targets.

**3. Generate sales leads.**

- Identify and collate a list of potential clients and the relevant contact details, to enable generation of sales leads.
- Determine a plan for contacting the target clients, in order to maximise the effectiveness of each prospective client contact in generating sales leads.
- Contact potential clients and set up follow up meetings for directors, to achieve growth in company sales.

**4. Consult on and communicate the sales and marketing strategy to key stakeholders.**

- Create monthly reports on the effectiveness of the sales and marketing strategy to monitor the effectiveness of sales and marketing activity.
- Adapt sales and marketing strategy to achieve business objectives.
- Analyse the various sales and marketing strategies available and communicate this to senior management, to enable options appraisal.
- Report on the effectiveness of the implemented sales and marketing strategy, to inform continuous improvement and development of the approach.

**5. Manage and create content for the website,.**

- Create content for the website, to ensure the promotion of Data Duopoly to key stakeholders and target clients.
- Identify key messaging for the website and update accordingly as the business grows, so that it is kept up to date for company needs.

**Person Specification**

<b>Knowledge, skills and experience</b>	<b>Essential /desirable</b>
Experience in Customer Relationship Management	Essential
Experience in generating sales leads	Essential
Previous experience working in the travel, tech or university sector	Desirable
Knowledge of social media channels (in particular Twitter and LinkedIn)	Essential
Experience in content creation	Essential

Excellent written communication skills	Desirable
Copywriting skills	Essential

<b>Behaviours/values</b>	<b>Essential/ desirable</b>
Working under own initiative	Essential
Adaptability to change	Essential
Team-working	Essential
Excellent communication skills	Essential
Attention to detail	Essential

<b>Other requirements</b>	<b>Essential/ desirable</b>
Access to sufficiently fast internet and able to work effectively from home if/as required	Essential
2 Satisfactory references	Essential
Right to work in the UK	Essential