

**Job Title**

Sales and Marketing Executive

**Status**

Part-time – 18.5 Hrs/wk

**Location**

Great Britain

**General Role**

Senior position responsible for carrying out Market research and direct sales activities in the UK Mainland.

**Salary**

£ 20,000 - £ 30,000 per year pro-rata (39 Hr week)

Depending on experience

**Responsibilities**

**Management of Sales and Marketing activity**

- Setting sales targets and sales forecasting;
- Identify end customers/sales opportunities/prospects in the market;
- Chasing up leads progress with customers/internal Power Action support;
- Receiving and collecting market intelligence on a regular basis on customer requirements and competitor developments;
- Organising travel as and when required;
- Annual evaluation to review activity, performance and set targets;
- Attend company meetings as and when required;
- Generating sales and marketing action plan on quarterly basis for management approval;
- Producing weekly Sales and Marketing report for management with information on sales activity, marketing activity and work scheduling.

**Direct Sales Activities**

- Contacting prospective new leads.
- Find link selling opportunities using both old/new contacts.
- Sharing of market research findings with marketing, product development and R&D.
- Establishment of direct sales opportunities for products/services.
- Follow up of Direct Sales leads

**Market Intelligence**

- Generating competitor intelligence
- Assisting in preparation of comparisons with competitors
- Provide feedback and input from own markets to help shape marketing strategy for all Power Action products and services.

**Promotion**

- Assist where required in design, production and co-ordination of all marketing collateral, exhibition graphics and press releases.
- Co-ordination of and Representation at trade fair/recruitment exhibitions, including follow up of contacts
- Seeking out promotional opportunities for Power Action products/services

**Technical support**

- Assist customers as required and organise support for problems they may have

**General**

- The company is in a competitive market place and so while the above list is an indication of main responsibilities and duties it is by no means exhaustive and should be expected to change and develop as the Company changes and develops to meet varying operational requirements.



## **Person Specification**

### **Essential Qualities**

- The successful candidate will have at least 10 years Engineering or Sales and Marketing Experience in the Electronics Subcontract or component distribution market.
- Computer literate with a working knowledge of Office 2003
- Good project management skills
- Excellent interpersonal skills
- Ability to work to tight deadlines
- A problem solver
- Good presentation skills
- Professional in all aspects of work/appearance
- Prepared to travel

### **Desirable Qualities**

- Experience of staff management
- Good third level qualification in Business, Marketing or Engineering related discipline
- Solid technical background
- Knowledge of the telecoms industry