

## JOB DESCRIPTION

### Sales and Marketing Officer



**Department:** Sales Team

**Responsible to:** Sales Operations Manager

**Accountable to:** Managing Director

**Location:** North Wales

**Salary:** £23,695.00 - £24,290.00

**Hours:** 37.5 Hours

#### About North Wales Training

For over 30 years North Wales Training has been supporting the people of North Wales with career and development opportunities and has raised the prospects of thousands of people and businesses on its own and in partnership with its umbrella organisation Grŵp Llandrillo Menai (GLIM), always keeping step with the times.

It draws on its rich heritage and wealth of experience to offer a comprehensive range of high-quality innovative programmes, training, and job opportunities.

We are delighted to be able offer an of employment opportunities for those who want to work within a fast-paced environment and make a difference to peoples' lives through assisting unemployed individuals back into relevant and sustainable employment.

Recruitment is done in line with safe recruitment practices.

We promote the welfare and protect the safety of children.

DBS checks will be undertaken.

#### Job Summary

As a Sales and Marketing Officer, you will be responsible to develop and manage profitable sales across all North Wales Training provisions. To convert leads and opportunities into confirmed outcomes and sales. To develop long term relationships and contacts at all levels ensuring repeat business.

#### The Role

Responsible for maximising the long-term sales potential within your allocated region (across North Wales) and / or trade sector or training provision.

Meet individual and specific monetary and recruitment targets within planned timescales.

Maintain current knowledge of developments in the Education and Training Sector (FE, Training Providers, Schools, Government Contracts, etc.), customer activity, competitor activity and our own portfolio of products and services.

Use a multi-channel approach (Multi level training provision) to prospecting and customer relationship management in order to drive sales and enhance the customer experience.

- Research prospect customers, competitors and general market
- Maintain up to date customer records and prospect pipeline
- Provide management reports to Operations Manager
- Develop a scheduled customer call cycle
- Make effective use of marketing materials
- Deliver presentations to local businesses

Maximise sales and marketing campaigns to increase customer awareness of products and services to hit sales targets by using selling, negotiating and project management skills.

Contribute to sales and marketing campaigns and new training provision developments.

Work cross functionally across all internal departments Apprenticeships, Youth and Adult Engagement be able to work both independently and in a team environment.

To be the first point of contact for employer engagement and manage customer relationship including problem resolution.

To participate in and attend trade shows, exhibitions, conventions, to use such events to network and develop target prospect customers, contacts and relationships.

Participate in the marketing/promotional activities.

Maximise the long-term sales potential of partner employer organisations.

Additionally in the course of employer contact, Identify suitable employer opportunities for learners who wish to embark on Government programmes and establish job vacancies for those seeking employment and attending Adult Engagement provision.

Prepare, undertake and report on a series of appointments to existing and potential customers, providing guidance and advice on a full range of products and services to achieve sales targets.

Build up a rapport with local employers to ensure good relationships and a bank of placements is available.

Carry out Health & Safety vetting and monitoring of work placements and be aware of issues surrounding Health and Safety/Safeguarding/prevent the work placement environment.

Promote the Company in line with its corporate image.

Take responsibility for, and be held accountable for the security, condition, and the upkeep of your working environment including public areas, classrooms, workshops, and all equipment used in the course of your employment.

Ensure the integrity, security and confidentiality of information used as part of your role and prevent access to it by unauthorised persons by both internal and external means.

Manage and record your own professional development in line with the Company's Business Plan and Staff Development Plan.

Promote the commitment to Safeguarding in line with the Safeguarding Children and Vulnerable Adults Policy and Procedure.

Promote Equal Opportunities in line with Equal Opportunities Policy.

Ensure that all matters relating to Health and Safety are carried out in line with Company Policy and current legislation.

Assist in the Self-Assessment process and the achievement of the resulting action plans within your role as Sales Enrolment Officer.

As appropriate to your role you will work to the Common Inspection Framework, ISO: 9001:2015, Investors in People, ISO 27001 and other quality standards as required by the company and its partners.

Undertake other duties as deemed appropriate at the discretion of the business.

### Person Specification

This position requires a person willing and able to take full responsibility for the tasks they undertake.

The person will need a strong background in sales with demonstrable experience in a range of disciplines.

### Essential

- Competency with regard to Safeguarding
- Good communication and interpersonal skills, including excellent written and spoken English
- Good working knowledge of IT systems including Database, Spreadsheets and Word Processing
- An eye for detail and compliance
- The ability to prioritise and organise workload
- Be able to work independently and as part of a team
- Be able to use own initiative appropriately and be aware of when it is appropriate to seek guidance

### Benefits

- Holidays: 25 days holiday plus bank holidays in your first year of service, increasing to 28 days. On completion of five service your entitlement to holidays will increase by one day from the anniversary of your starting date. Subsequently, your holiday entitlement will increase by one day for every five years of continuous service
- A four-week Induction and Training programme
- Pension Scheme – contribution of 5%
- Enhanced Maternity and Paternity pay following completion of the probationary period
- Laptop and mobile phone to allow remote agile working

### Equality & Diversity

North Wales Training is committed to applying equal opportunities at all stages of recruitment and selection, in line with its Equality, Diversity and Inclusion policy in addition to our duty under the Equality Act 2010 to have due regard to the need to eliminate discrimination; to advance equality of opportunity.

North Wales Training is a Disability Confident Leader employer and as such, any candidate with a disability will not be excluded unless the candidate is unable to perform a duty intrinsic to the role, having considered reasonable adjustments. Reasonable adjustments to the recruitment process will be made to ensure that no applicant is disadvantaged because of their disability.