

SALES & MARKETING EXECUTIVE

Department: Sales
Reporting to: Client Development Director
Direct Reports: None

Job Purpose

To support the new business strategy with the creation of sales opportunities and the management of external marketing.

Role Responsibilities

Pro-actively support members of the business to implement the new business strategy.

To generate sales leads and opportunities for face to face meetings via databases, industry press/networking or website enquiries.

Be an active team player, working with the comms and events departments to seek and develop opportunities.

To produce and manage agency credentials and PowerPoint presentations to support new business meetings.

To conduct research in support of solutions and pitch responses, to assist in the preparation of proposal documents and pitch support materials.

Manage the agency's social media platforms and produce website content to a high and professional standard to generate new inbound enquiries.

Any other activities defined by the Business Development Manager as being within the scope and range of the role of Sales & Marketing Executive.

FMI Agency Limited

Office 6 • Perch Studios • Franklins House
Wesley Lane • Bicester • OX26 6JU

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Person Specification

- Intelligent, energetic and bright; ideally educated at least to A-level and with, or working towards, a professional qualification
- Sales and Marketing industry experience ideal but not essential
- Highly numerate with a sound awareness and the sales development process
- Excellent written and verbal communication skills
- Ability to draft business communication including emails, proposals and client correspondence to a high standard
- High degree of personal confidence and initiative with the ability to make productive working relationships quickly
- Computer literacy to office application standard - MS Office and PowerPoint
- Ability to seek, organise and prioritise new business opportunities
- Ability to multi-task and manage multiple projects within the business
- High attention to detail and accuracy
- Good sense of humour
- Driving license, own vehicle

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