

**JOB DESCRIPTION**

**JOB TITLE: Sales & Marketing Coordinator**

**LOCATION:** Newhaven/Lewes with countywide travel

**Accountable to:** Business & Operations Director / Commercial Manager

**HOURS:** 21 Hours per week

**Terms:** Permanent

**Salary:** £25-£26,000 per annum pro rata

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**PURPOSE OF THE POST**:

Working as part of the charities Sales and Marketing Team, coordinate sales and external marketing activities to generate required revenue, engagement and awareness objectives in line with the Sales and Marketing strategy.

By nature of the role, it is expected the post holder will work weekends throughout the year including evenings and early mornings as required.

The role requires a certain degree of physical ability in order to lift, carry and construct event marquees, gazebos, stalls and carry materials.

**DUTIES AND RESPONSIBILITIES**

* Working as part of the charities Sales and Marketing Team, identify and agree the sales, marketing and fundraising objectives that apply to the role.
* Develop and co-ordinate a schedule of sales and marketing campaigns, fundraising and donor recruitment events to achieve AUKES objectives and income targets.
* Working in collaboration with the Digital Communications Coordinator, create printed marketing materials, press and media communications, face to face activities and events to deliver scheduled campaigns in line with brand guidelines.
* Ensure campaigns are delivered within budget, creating plans detailing income and costs.
* Manage associated campaign event materials, activities and stock.
* Undertake campaign venue, event and location identification, assessing and making proposals regarding suitability and cost.
* Recruit and coordinate volunteer brand ambassadors and community fundraisers to support activities and promotions across the county.
* Generate and manage potential leads of future customers, clients, supporters, donors and future volunteers following GDPR requirements.
* Input and maintain accurate records of leads using the charities CRM system to create marketing file sets for direct mailings, sales calls and other relevant communications.
* Complete post campaign/event analysis and report on results, including learnings and any follow up actions.

**Other**

* Establish and maintain positive effective relationships with staff and volunteers at Age UK East Sussex to help promote a positive and happy work environment.
* Work within the policies and procedures of Age UK East Sussex and apply consistent principles of diversity and equal opportunities throughout the work of the organisation.
* Undertake any duties as may reasonably be required.
* Ensure compliance within the team to Age UK East Sussex’s quality standards.

**PERSON SPECIFICATION**

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|  | | **Essential/**  **Desirable** |
| Education/  Qualification | GCSE (or equivalent) grade C or above in Maths and English.  Minimum Level 3 qualified (A level, access to higher education diploma, AS level, NVQ Level 3).  Professional qualification or degree/diploma in a relevant field. | E  D  D |
| Experience/ Knowledge | Minimum 2 years’ experience of successful face to face sales  Experience of planning and managing the development of sales and marketing materials and activities  Demonstrable experience of working face to face with customers / clients in a sales capacity where your role has been to generate income.  Experience of working in a commercial customer / client relationship environment  Experience of line managing or co-ordinating staff to achieve deliverables.  Knowledge of using social media for sales / marketing, including but not limited to TikTok, Instagram, Facebook, YouTube.  Knowledge of how to conduct post-event analysis.  Good working knowledge of Microsoft Office suite including Word, Excel and PowerPoint.  Project management experience.  Knowledge of how to conduct post-event analysis.  Knowledge of advertising and undertaking promotional activity using a range of sales methods.  Experience of using a CRM system, keeping accurate records and using the system to create campaigns.  Experience of working with volunteers.  Experience of budgeting and financial management.  Experience of networking and lead generation.  Experience of fundraising administration  Knowledge of brand development strategies and activities  Knowledge of recruitment and selection processes and procedures | E  E  E  E  E  E  E  E  E  E  E  D  D  D  D  D  D  D |
| Skills and Abilities | Excellent verbal and written communication skills. Be able to communicate confidently and sensitively with people at all levels.  Ability to build and maintain relationships with internal and external supporters at all levels.  Ability to build and maintain relationships with third party suppliers.  Ability to work methodically and maintain records accurately.  Ability to collate data, analyse that data and produce reports.  Ability to problem solve and implement solutions.  Ability to work on own initiative and effectively as part of a team.  Ability to be resilient and work under pressure and to remain calm and composed at all times.  Ability to generate creative and engaging ideas.  Ability to inspire and motivate staff and volunteers in achieving goals.  Ability to manage multiple priorities and meet tight deadlines in a fast-paced environment. | E  E  E  E  E  E  E  E  E  E  E |
| **Other** | A positive, outgoing, can-do attitude with a strong team working ethos and drive to make everything you do a success.  Target driven and results oriented with ability to set goals and achieve them  Demonstrable integrity; trustworthy, reliable and honest  Able to show empathy with vulnerable and older people.  High degree of flexibility required as working unsociable hours and willingness to travel throughout East Sussex is a part of this role.  Commitment to and understanding of equality and diversity. | E  E  E  E  E  E |

I confirm that I have received and read the above Job Description and Person Specification.

As an employee of the charity, I understand the duties and responsibilities assigned to me.

Furthermore, I understand that these are intended as guidelines and may change over time, as

necessary. From time to time, I understand I may be asked to perform duties and undertake

responsibilities that are not specifically set out in my job description but are suitable for my

role and level.

Employee Name..............................................................................................................

Signature.........................................................................................................................

Date...............................................................................................................................