



Sales and Marketing Officer

22.5 - 30 hours per week (flexible for right candidate)

£14,374 - £19,165 per annum (depending on hours worked, Full time equivalent: £23,957 per annum)

44 weeks per year

6 months fixed term contract

Automatic entry into the Local Government Pension Scheme

Are you looking for a challenging, fun, commercial focussed marketing role in St Albans?

We are a further education college offering courses from entry level right up to Foundation degree. We also have various commercial businesses at the college (over two campuses) including our own hair and beauty salon, restaurant, riding stables, amazing sports facilities and venue hire including our own Mansion House.

We are looking for someone to come on board and join our marketing and commercial teams to help drive revenue to the College through our commercial enterprises. All we ask is that you have experience in marketing and sales, have a "can do" attitude and are ready to hit the ground running and help achieve our growth targets.

This is a great opportunity for the right candidate to really excel whilst enjoying a varied role. This is definitely not your typical office based 9-5 post. In return we can offer a lovely environment to work, friendly team, flexible working and good holiday time. This role would be ideal for someone who has had a break from marketing/sales world, a professional who is looking to work less than a full time position and definitely a "people's person."

Closing date: Thursday 24th May at 23:59

Interview Date: Week commencing 4th June

Job Description

Title: Sales and Marketing Officer

Responsible to: Marketing Director

Main Duties and Responsibilities

SUMMARY OF POST

To assist in the promotion of the commercial businesses at Oaklands College to grow its additional revenue stream (The restaurant, the Sports Zone, Equine centre, venue hire and bespoke training). The role will proactively target a new client base whilst maintain existing client relationships through a number of sales and marketing channels. A team player with “can do” attitude ready to work in friendly, flexible team at a marketing and commercial level.

This role could suit someone coming back into the marketing/sales world or a professional desiring fewer hours in the working week than a full time position.

Hours of work - 22.5 - 30 hours a week (flexible for right candidate) This role is initially a 6 month role with room to become more permanent for the right candidate.

KEY RESPONSIBILITIES

- To support the College in ensuring it achieves the commercial sales targets through the implementation of targeted marketing and lead generation
- To use key social media platforms to promote the commercial services and Oaklands College
- To manage marketing activities to support revenue growth, including advert placement, online listings, exhibition bookings and sales calls.
- To research new markets and channels to encourage new clients
- To create launch events for the various products and services
- To build revenue packages ready for market – e.g. kids parties, weddings, conferences
- To undertake any other duties at the request of the Marketing Director and work closely with the marketing and commercial operations team
- Be aware of and follow College policies and procedures, with particular attention to health and safety, safeguarding, risk management, equality and diversity, quality and our values and behaviours.

RECRUITMENT – Shortlisting Criteria

- Good standard of education to GCSE including English and Maths
- Previous sales or marketing experience is essential
- A good understanding of social media platforms would be desirable
- IT and keyboard skills are essential
- Ability to travel in the local area. Driving licence essential.

ESTABLISHED

- Successful completion of probation period and Induction programme
- Attended relevant in house training courses
- Evidence of meeting targets set

EXPERIENCED AND QUALIFIED

- 2 years in the role
- Evidence of leading / managing projects to meet the Business needs
- Evidence of CPD

DEVELOPED STAGE – Assessed against the values and behaviours

PERSON SPECIFICATION

- Well-presented, with excellent spoken and written English
- Reliable and conscientious
- Positive, enthusiastic and can do attitude
- Ability to work flexible hours

SKILLS AND EXPERIENCE

- Experience in sales and marketing
- Experience providing excellent customer service
- Good organisational skills
- Some experience of working with a range of software packages- word, excel, outlook
- Effective listening skills
- Excellent interpersonal skills, with the ability to communicate effectively at all levels
- Understanding social media platforms

APPLICATION

All applications must be made online via our ATS system. Please use the following link to apply:

This link will take you to the online advert for the role and you must click 'submit your application' to register and complete the application form online. Please pay attention to the Criteria and Person Specification when completing your application form.

SELECTION

After the closing date of the advert, you will hear from us within 2 weeks. If you have not been successful, you will receive an email notification. If successful, you will be invited in for an interview at the college.