

Title: Staff Bank – Sales and Marketing Administrator**Responsible to: Commercial Director**

20 hours per week
£9.67 per hour (inclusive of holiday pay)
Auto Enrolment into the Aviva Pension Scheme
St Albans Campus

Job Purpose

The successful candidate will be looking at ways to promote the commercial activities of the college into the local market. This role will require the candidate to undertake a variety of promotional techniques. Including sales calls; co-ordinating marketing campaigns e shot campaigns, social media interaction and creating appointments for potential clients to view the facilities for the commercial team. The ideal candidate will be a creative, well organised and possess excellent communication skills.

The candidate will work with the Commercial team to achieve the agreed stretch, income targets.

You must have the ability to travel, as this role covers both the St Albans and WGC Campus.

Closing date: Sunday 20th August at 23:59

Interview Date: Tuesday 29th August 2017

Main Duties and Responsibilities**SUMMARY OF POST**

To assist in the promotion of the businesses at Oaklands College (The restaurant, the sports zone, venue hire and bespoke training) to assist in proactively targeting a new client base whilst maintain existing client relationships through a number of sales and marketing channels. To work as part of a flexible commercial team.

KEY RESPONSIBILITIES

- To support the commercial team to achieve the stretch sales targets through the implementation of the marketing strategy.
- To use the social media platforms to promote the commercial services.
- To implement the marketing strategy, including advert placement and exhibition bookings.
- To research new markets and issue e-shots to encourage new clients
- To raise the profile of the commercial offer with an internal and external news letter
- To support the cross selling of products to new markets.
- Implement and execute a lapsed client plan Understand, research and implement plans to deliver new business from new market segments
- To create launch events for the various products and services
- To undertake any other duties at the request of the Commercial Director.
- 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

- Good standard of education to GCSE including English and Math
- Previous sales or marketing experience is essential
- A good understanding of social media platforms would be desirable
- IT and keyboard skills are essential

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.