**JOB DESCRIPTION – SALES & MARKETING ADMINISTRATOR**

Job Title: Sales & Marketing Administrator

Job Holder:

Location:

Reports To: Sales and Marketing Department

Significant Relationships:

**KEY TASKS AND RESPONSIBILITIES**

* Contribute to the development of the company sales and marketing administration activities.
* Ensure that the sales enquiry process is conducted in a timely manner that meets internal procedures and customer satisfaction.
* Support incoming enquiries, co-ordinate client meetings and support contract preparation.
* Manage the timely production of contracts internally and progress their status with the client.
* Implement ways of maintaining relationships with all current and past clients.
* Maintain, enhance and keep up to date all aspects of the website.
* Actively support the preparation of promotions, exhibition events, road shows etc. to attract new clients.
* Support job closeout processes and implement ongoing client contact strategies.
* Maintain and enhance the customer relationship management (CRM) database.
* Continually review and improve company sales literature, company sales presentations and advertising material.
* Contact and build relationships with new and existing clients.
* Create new business leads and organise follow up activities.
* Provide administration support for business support activities.

**KEY COMPETENCIES**

* Experience in sales or marketing or business support.
* Computer literate with good internet skills.
* Proficient with Word and Excel.
* Database manipulation.
* Telephone manner, introductions and generating leads.
* Preparation of quotations for clients.

**Desirable knowledge and experience:**

* Presentation skills.
* Co-ordinating conferences, exhibitions and other marketing events.
* Utilising the internet to promote and advertise company services.
* Knowledge of the training industry sector.
* Contract chasing experience.

Signed on behalf Date

of the Company

I have received a copy of this Job Description, read it, understood it and agreed to it.

Signed Date

Print Name