

## Sales & Marketing Executive (Skills Platform)

### Job Description

<b>Job Title</b>	Sales and Marketing Executive (Skills Platform)
<b>Department</b>	Skills Platform
<b>Location</b>	Bristol Office
<b>Pay Scale</b>	£20,000 - £25,000
<b>Contract</b>	Fixed Term Contract 12 months
<b>Hours</b>	37.5 hours per week

### Job Summary

The Skills Platform is an online training marketplace focusing on high quality provision for health and care organisations and professionals. The platform has enjoyed strong growth in the last year and has ambitious plans going forward, so a need has arisen for a proactive Sales and Marketing Executive to join the team.

The primary responsibility for the Sales and Marketing Executive is to carry out day to day management duties of the platform and its clients, enabling the Product Marketing Manager to deliver on a more strategic level.

This position would be perfect for a candidate that is proactive, motivated and professional as the role has a plethora of duties from; sales support, prospecting, relationship management to marketing.

### Key Responsibilities

#### The post holder will:

- Manage the Skills Platform on a day to day basis carrying out all necessary tasks to support customers and end-users
- Support the Product Marketing Manager with marketing activities including social media management, content creation, SEO, email communications and customer/market research
- Account manage the provider clients
- Provide sales support for small Skills for Health elearning sales
- Develop and manage improvement projects to enhance overall platform offering
- Contribute to the Skills Platform strategy

Occasional UK travel may be required as part of this role.

In fulfilling the duties of the post, the post holder will work within broad WDT policies and procedures.

## THE POST HOLDER MUST HAVE/BE:

- Driven and self-motivated
- Able to work on own as well as part of a team
- Good at managing time and prioritising workload
- Able to influence and negotiate sales
- An excellent communicator verbally and in written form
- Creative and imaginative in coming up with marketing content/campaigns
- Excellent IT skillset
- Interested in developing a career in sales and marketing
- Flexible attitude towards different working methods.

## Person Specification

Criteria	Essential	Desirable
<b>Education and Qualifications</b>		
Degree or equivalent qualifications experience		X
<b>Knowledge</b>		
An understanding of digital marketing including strategies for increasing website traffic and conversions		X
A good understanding of online purchasing habits		X
An excellent understanding of client engagement		X
Understanding of the UK health / charitable / third sectors		X
<b>Experiences</b>		
Sales and sales support (customer engagement)	X	X
Direct delivery of marketing campaigns		X
e-commerce marketing		X
Website administration (using a CMS)		X
Experience of building effective working relationships with stakeholders and others		X

Experience of using online tools: Google Analytics, Moz, CMS, MailChimp etc		X
<b>Skills and Abilities</b>		
Ability to interact and communicate professionally with colleagues and clients at all levels in order to build and maintain positive working relations	X	
Excellent English language knowledge	X	
Excellent IT skills across all Microsoft applications	X	

## Job Description Completion

<b>Name</b>	Laura Clough
<b>Job Title</b>	Product Marketing Manager
<b>Department</b>	Skills Platform
<b>Date</b>	23/7/19

All job descriptions are subject to review. All post holders are expected to be flexible and prepared to carry out any similar or related duties that do not fall within the work outlined. The line manager, in consultation with the post holder will undertake any review.

## Safeguarding

The Workforce Development Trust Ltd are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expect all employees to share this commitment.

## Equal Opportunities

The Workforce Development Trust Ltd are committed to eliminating unlawful discrimination and promoting equality of opportunity. Every employee has a personal responsibility to:

- Ensure their behavior is not discriminatory
- Does not cause offence
- To challenge the inappropriate behaviours of others
- Adhere to the Equal Opportunities policy

## Health and Safety

Under the provisions contained in the Health and Safety at Work Act (1974), it is the duty of every employer to:

- Take reasonable care of themselves and for others at work



- To co-operate with The Workforce Development Trust Ltd as far as is necessary to enable them to carry out their legal duty
- Not to intentionally or recklessly interfere with anything provided, including personal protective equipment for Health and Safety or welfare at work

The Workforce Development Trust Ltd will take all reasonable practical steps to ensure your health, safety and welfare whilst at work. If employed, you must familiarise yourself with the Health and Safety policy and Fire Safety rules. It will be your legal duty to take care of your own health as well as that of your colleagues.

### **Confidentiality**

Within this role there will be a need to use or be party to confidential information. The employee may not disclose any information of a confidential nature relating to The Workforce Development Trust Ltd or in respect of which The Workforce Development Trust Ltd has an obligation of confidence to any third party other than where you are obliged to disclose such information in the proper course of your employment or required by law.

The unauthorised use or disclosure of personal information no matter whether in verbal, written, or electronic format, or through negligence, is regarded as misconduct. Employees are expected to act with integrity both inside and outside the work place.

### **Data Protection**

If you apply for a position with the Workforce Development Trust, we will use the information you provide to assist in the recruitment and selection process. Under GDPR, the general information that you supply about yourself is known as your personal data and information about any criminal convictions, ethnic origin and health, amongst other things, is referred to as 'sensitive personal data'.

The Workforce Development Trust takes the security of your data seriously, and will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Workforce Development Trust will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and, where necessary, the Disclosure and Barring Service to obtain necessary criminal records checks. The Company has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Workforce Development Trust to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Workforce Development Trust may also need to process data from job applicants to respond to and defend against legal claims.

Your information may be shared internally for the purposes of the recruitment exercise. This includes members of the HR team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is deemed necessary. We will hold details of all applicants until the post applied for is filled. After which, if the candidate is unsuccessful, all documents held will be confidentially disposed of, both electronically and physically. Data will not be held for any longer 3 months of receiving an application. At the end of that period, your data will be deleted or destroyed. If you wish for your data to be destroyed before this period, you may contact the HR department and request for your data to be deleted. If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment.

### **Other Employment**

You may not without prior permission in writing of The Workforce Development Trust Ltd, be employed or otherwise engaged in any other business, trade or profession, either directly or indirectly in any capacity whatsoever.