

JOB DESCRIPTION

Name:

Date:

Job Title: Sales and Marketing Manager

Reporting to: Branch Manager – HD Manchester

Qualifications: Work Experience and Competence based, ideally GCSE equivalent in Maths and English

Key Competencies and Characteristics required:

Self-Driven results orientated with a focus on margin growth and profitability.

Track record of new business development and account development over a period of years.

General business acumen, with an ability to understand basic business finances such as a p&l.

Excellent face to face and telephone communicator able to demonstrate success and experience managing large and small accounts.

Basic IT skills around Microsoft office software such as word, excel, and e-mail

RESPONSIBLE FOR:

Internal and External account management and new business development with the aim of maintaining and developing the sale of our extensive metal stock range to small, medium and corporate accounts in accordance with the branch business plan.

SPECIFIC RESPONSIBILITIES:

1. To develop new business from new prospects, lapsed and current customers
2. To develop a contact plan with management to enable effective recruitment of new customers
3. To maintain and utilise the company database to allow full reporting of visits and customer/prospect information (where applicable)
4. Daily communication/visits and progressive customer relationship management of small, medium and large sized accounts along with Inbound customer telephone, fax and e-mail order taking
5. Price Negotiation with customers in line with company pricing policy.
6. Sales administration and order processing via customer/product management software.
7. Purchasing negotiation and order processing via customer relationship management system when applicable

8. Internal liaison with office management and stock support function to enable business development
9. Attend meetings when required to aid performance of duties and support business/organisational development
10. To work within and follow quality management procedures in line with IS2001
11. Attend meetings and contribute to company strategy and policy-making as required.
12. Any other duties as required by the company

The specific responsibilities set out above reflect the main duties of the role described, however, as the company develops, these may alter.

Date.....

Employee signature.....

Manager's signature.....

Review Date.....