

Job Title	Sales & Marketing Assistant
Location	Aberdeen
Functional/Discipline Area	Sales
Line Manager	Head of Sales
Reports	

Objectives / Scope
To assist Sales function and support Marketing activities

Main Responsibilities
<ul style="list-style-type: none"> ● Receive and process customer enquiries <ul style="list-style-type: none"> ○ Receive and acknowledge customer enquiries ○ Input customer information from calls, visits, exhibitions etc, onto CRM system. ○ Liaise with all other departments to provide customers with accurate information ○ Production of quotes and proposals ○ Following up sales and business development opportunities ● Provide Marketing Support <ul style="list-style-type: none"> ○ Proactively network both on and offline to promote the company ○ Support all aspects of exhibition organisation ○ Attend networking events where necessary ○ Assist with the development and maintenance of company website ○ Assist with the production of marketing materials and literature, such as web content, brochures, blog posts and press releases ○ Research & analyse market trends and competitors' activities to support development of marketing strategies ○ Upload material to the website and social media pages,

- Provide Sales Administration Support
 - Assist in compiling business reporting on Sales enquiries & Sales KPIs
 - Assist with customer visits and organisation of business trips
- Maintain Group management behaviors practices and equal opportunity policy
- Comply with any environmental responsibilities as identified by the Group and communicated by your line manager that are relevant within your department
- Any other appropriate tasks that may be required to support the wider business

Skills base and experience

- Excellent interpersonal communication skills and professional telephone manner
- Strong attention to detail and accuracy
- Ability to quickly develop an understanding of the group products and capabilities
- Able to build relationships with a wide variety of people
- IT skills – proficiency in MS Office packages
- Organisation skills – ability to work on multiple projects and meet deadlines.