

## BD/Marketing Exec Job Description

Job title	Marketing and Business Development Executive
Reports to	Director
Salary/Hours	£16,000-21,000 p.a (37.5 pw)

### Job purpose

To assist the Director with managing existing clients, assisting with client campaigns and following up leads where appropriate. You will also be expected to attend some networking events with the purpose of generating new leads for the business and raising the profile of Consortium. You will also be expected to undertake some research in terms of targeting for the business.

### Duties and responsibilities

- Attend client meetings with the Director (as appropriate)
- Ensure client activities are delivered on time and to standard
- Identify and target new business for the company
- Attend networking events as the business and feedback leads as appropriate
- Assist the Director with diary management, booking meetings externally and internally
- Manage and update the businesses CRM system
- To create campaigns both on and offline for clients
- To investigate advertorial and sponsorship opportunities as appropriate

### Qualifications/Person Spec

You must be a self-starter, be able to use your initiative and have a pleasant and outgoing personality.

A qualification or some experience in marketing is preferred but not essential as we would consider training for the right candidate.

You must have has some experience of networking and the etiquette that is required although extensive support and training will be offered in this area.

A desire to learn and keep ahead of latest marketing trends is vital

You must also have access to a car and be able to drive as many of our clients are not accessible via public transport.

## Working conditions

The role is ideally for a full time applicant but we would consider flexi working or part time if the applicant matches all requirements and it fits the business.

There will be some anti-social hours due to the networking requirement, sometimes requiring early mornings or late evenings. This extra time will be able to be taken as time in lieu at an agreed later date.

Provided for reference only.

Always consult current legislation in your jurisdiction to create policies and procedures for your organization.

HR Council for the Nonprofit Sector

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