

JOB DESCRIPTION

Job Title

Business Development Manager.

Location

An office-based role at Company's Head Office in Laindon, Essex.

Hours

Working hours are 9am – 5pm, Monday to Friday.

Line Manager

Directors of The Ingenious Air Company.

Key Internal Contacts

All the team including Directors.

Key External Contacts

Clients, Suppliers, Associates - Installers and Sales Agents, Publications Editors.

OVERALL JOB PURPOSE

- Become a champion of the Company's key products and services.
- Plan, develop and implement a marketing and PR strategy to improve the company's market position and generate high-volume financial profit.
- Focus on using marketing to move the business towards a supply-only model with an excellent Company reputation.

Marketing and Business Development

- Proactively develop an Associate Programme to generate interest, attract, train and retain installers and sellers of the Ingenious Air System.
- Generate sales leads and develop a flourishing long term, multi-level national and international marketing system.
- Identify and develop the company's unique selling propositions and differentiators.
- Research and identify new business opportunities and new potential clients across a variety of sectors and regions.
- Undertake specific marketing tasks including but not limited to:
 - Create promotional and marketing materials, literature and guides.
 - Create exciting PR, advertorial and editorial campaigns; build relationships with key magazine and trade press personnel.

- Proactively develop different sectors and routes to market, with a sector marketing plan in mind.
- Communicate new products and product developments to existing and prospective clients.
- Run blogging, social media and email campaigns.
- Find ways to improve client retention and referrals.
- Develop sales and marketing strategies to keep the company competitive and innovative.
- Attend industry and networking events and trade shows when required.

Health and Safety

Adhere to all company health and safety policies and procedures and actively implement a culture of following safe working practices.

QUALIFICATIONS AND EXPERIENCE

Proficient technical skills – Marketing software, CRM software, Microsoft Office, presentation software, databases and WordPress.

Knowledge/Skills

- Good business sense.
- A deep understanding of marketing principles; excellent copywriting skills.
- Negotiation skills.
- Plenty of initiative.
- Excellent communication in all areas (telephone, in-person and written).
- Strong problem-solving skills and a “can do” approach.

Personal Characteristics

- Smart appearance and conduct that enhances the Company’s reputation.
- Bright and enthusiastic, friendly, professional and polite.
- A positive attitude - excited to be part of a growing business.

JULY 2018