



Sales & Marketing Manager Job Description

Position Overview

We are looking for a motivated Sales and Marketing Manager to establish a role, which is crucial for our growth strategy, focusing on engaging with customers, building rapport and establishing robust business relationships. The successful candidate will play a key role in our mission to provide exceptional product and service solutions to businesses, helping them to efficiently meet their operational needs. Many companies require their Sales & Marketing Manager candidates to have a bachelor's degree, and earning one is often a good first step in pursuing this career. Candidates with a degree are encouraged to apply but iTech-Co does not have a strict major requirement for this as we will support you to achieve this, since it is desirable. Some preferred fields include business administration, finance, management sciences, IT or of course sales and marketing. The Sales & Marketing Manager is expected to plan, direct and control the development, promotion and sale of the company's tech and (e-)services. The job can be worked from home or in our office and may involve travel and attendance of conferences and/or any other special events throughout the UK to promote our business. Travel expenses are paid for by the company. The job would be suitable for someone who is reliable, can communicate clearly/technically, has strong people skills and can control and fulfil sale(s) to conclusion.

About Our Organisation

We are a small supplies company, where we, iT-Co and iTech-Co, is the ultimate destination for professional e-Shop design and web hosting services, e-waste recycling services and the finest refurbished tech. We trade online throughout the UK via our website(s): <https://it-co.org> and <https://apps.it-co.org> and <https://itech-co.org>. We specialise in creating seamless and efficient online shops tailored to customers' needs by providing innovative solutions, user-friendly interfaces, and expert reliable support. iT-Co does all the work to elevate the customers online presence. We also specialise in creating seamless and efficient e-waste solutions tailored to both B2B and B2C needs by providing the recycling of unwanted end-of-life electronic waste and shredding it for its raw materials to sell as scrap. Though, first the best electronic equipment is separated for refurbishment, then we re-sell it as the finest used tech. We offer sustainable e-waste recycling services on a one-time or recurring basis. We can offer tailor-made programs to fit customers' needs, large and small. The process is simple: customers schedule an e-waste pickup then an operator comes by to pick up the equipment, and we haul it away to a recycling facility where we sort, repair & reuse the equipment (if possible) or permanently dispose of the equipment by recycling it.



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As a 'people first' business, we take the time to listen, understand what customers want from our products and (e-)services, and provide the support they need. Our focus is on meeting Customer needs and operating in a way that enables Staff to take pride in the business, making Customers happy to interact and buy from us. We strive to maintain constructive relationships with our customers and empower our Staff to personalise each e-Shop Design, each e-waste collection service and each tech refurbish, to work in harmony with Customers requirements and maximize quality workmanship by encouraging individual ownership and focusing on Customer Care. A continual improvement policy in the quality of work and services is practiced by management and is designed to meet the needs and expectations of our Staff. The commitment of the Company is total to establishing and maintaining a working environment, which is fair, professional, and deemed to meet or exceed the requirements of its Staff. It is a Policy of the Company that all employees shall have a full commitment to their employment with the Company and that they shall only produce work of the highest standard of quality. Hence, the Company acknowledges that training and commitment are essential requirements for the continued success of the Company.

Sales & Marketing Manager Job Responsibilities

Below is a comprehensive list of the 'key' job responsibilities so candidates have a clear picture of the day-to-day work and can determine if they have the right skills and wish to apply.

- ✚ Develop sales and marketing plans and policies, and set sales areas, and customer service standards.
- ✚ Accomplish marketing and sales staff objectives by recruiting, selecting, training, and coaching employees.
- ✚ Training and managing sales and marketing staff and helping them achieve departmental goals.
- ✚ Communicate job expectations by planning, monitoring, and reviewing job contributions.
- ✚ Achieve objectives by creating marketing and sales strategies.
- ✚ Prepare and complete the marketing action plan.



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- ✚ Implement automation tools to streamline marketing campaigns and sales processes.
- ✚ Accomplish marketing and sales objectives by planning, developing, implementing, and evaluating advertisements.
- ✚ Analyse and report on advertising and marketing campaigns and suggest improvements.
- ✚ Identify marketing opportunities by understanding consumer requirements, analysing market trends to identify new opportunities and competitive threats.
- ✚ Improve product marketability and profitability by researching, identifying, and capitalizing on market opportunities.
- ✚ Sustain rapport with key accounts by making periodic visits to engage with potential clients through a proactive outreach to discuss our range of products and (e-)services.
- ✚ Understand and assess the needs of each business, recommending products and (e-)services from our offering(s) that best meets their requirements.
- ✚ Collaborate closely with management to ensure a seamless client experience from initial contact through to ongoing service/product delivery.
- ✚ Make outbound calls and send mail to potential/new and existing customers to create meetings and sales opportunities.
- ✚ Communicate with marketing teams and other business units to build relationships.
- ✚ Collect, analyse, and summarise data and trends.
- ✚ Help develop new products and (e-)services using market research.



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- ✚ Set prices and credit arrangements.
- ✚ Consistently achieve and exceed sales targets, contributing to the company's growth and success and ensure sales targets are reached.

Key Requirements

- ✚ The desired candidate will have some previous sales and customer service experience and be able to work remotely on his/her own initiative (ideally B2B) and will be target-driven.
- ✚ Excellent communication and interpersonal skills being able to listen, with the ability to build strong relationships.
- ✚ Outstanding negotiation and persuasion skills, with a keen eye for identifying and maximizing sales opportunities.
- ✚ Organisational skills and the ability to manage multiple tasks efficiently.
- ✚ A driven, results-oriented approach, with a commitment to achieving sales goals.
- ✚ Confident and capable of making a high volume of outbound calls with follow up (e-)mails.
- ✚ Good knowledge of English spoken and written.
- ✚ Cool-tempered and able to handle rejection.

Skills Favoured

- ✚ Digital marketing skills.
- ✚ Product and (e-)service knowledge.
- ✚ Project management skills.
- ✚ Communication skills.
- ✚ Leadership skills.



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- ✚ Organisation and time-management skills.
- ✚ Problem-solving skills.
- ✚ Interpersonal skills.

What's on Offer – Benefits

- ✚ A full-time role consisting of 35 hours per week:
 - 9am – 1pm & 2pm – 5pm Mon – Fri.
 - Flexi-hours some weeks are acceptable.
- ✚ Paid per hour – Rate to be discussed at interview.
- ✚ 28 days Holiday per year.
- ✚ Annual performance-based incentive bonus below:
 - 10% of Gross Salary (paid every July – less Tax & NI).
- ✚ Company Pension (after 4 months qualifying period).
- ✚ Opportunities for professional development and career advancement as the company grows.
- ✚ Company events.

A Basic DBS Check is Required for this Role

The applicant may apply directly to DBS (if they work in England or Wales) or Disclosure Scotland (if they work in Scotland). Alternatively, iTech-Co will carry out the check through a Responsible Organisation on behalf of the applicant, provided he/she gives us consent to do so.

How to Apply

If you are passionate about driving sales success through innovative marketing strategies and possess the required skills, we encourage you to apply for this exciting opportunity.