



Job Title: Sales/marketing manager  
Reporting to: Managing Director

CQM Training & Consultancy is a well established private company specialising in the implementation of world class manufacturing processes and in leadership and management training. The offices are situated in a comfortable new business centre in the heart of Hathersage in the centre of the Peak District National Park. Regular bus services operate from both Sheffield and Chesterfield.

The company operates across Northern England, the Midlands regions and East of England working with clients from a range of different manufacturing and service sectors. The company has an extensive blue chip client base primarily in the manufacturing sector (with food sector representing some 55% of our work).

A strategic expansion into leadership and management delivery and other new products in the consultancy field has resulted in the need for a sales/marketing professional who will help the company achieve its growth targets. The role will be in direct support of the Managing Director in his primary role of developing new business for the company and generating increasing levels of repeat business.

The key functions of the role are:

- Help drive and deliver the companies growth strategy by developing marketing plans for growth areas.
- Support the sales function with quality marketing support.
- Design, develop and maintain the businesses email marketing capabilities, including web site, newsletters, twitter and face book.
- Work with the MD to maximise prospect appointments, follow up calls, visits and general closing activity.
- Undertake networking activity with NSAs, funding bodies, partners and other relevant organisations in conjunction with the MD.
- Create and generate company literature.
- Monitor and respond to potential bidding/tendering opportunities.
- Support the development and maintenance of the companies CRM system.
- Plan and organise marketing activity and event organisation (eg. Conferences, seminars, exhibitions and mailings).
- Help develop the company's brand and market position.
- To manage business data, acquire new data and cleanse data as required.
- To develop an understanding of the company's client base and identify growth sectors for potential penetration
- Undertake prospecting activity to identify potential sales leads
- To take responsibility for administering, editing and developing the company's web site
- Help the senior management define strategy for marketing and business development
- Develop expertise in undertaking initial sales visits (medium term)
- Help management develop and manage the businesses sales platforms
- To support the small office based team with general administration activity.



As the business is experiencing a period of profitable growth this role is an opportunity for someone with energy and drive to develop sales and marketing activity which will further the growth aspirations of the business.

We are looking for a mature and experienced person with several years experience in a sales or marketing role.

The successful candidate will have:

- Exceptional IT skills in MS Office suites, in particular manipulation of spreadsheets.
- Web development and content management experience.
- Experience of working with a structured CRM system.
- Experience of web and internet based marketing.
- A relevant qualification would be an advantage but not essential.

The company only has a small core team of office based staff, you will therefore need to be self sufficient in time management, be an excellent time keeper and highly flexible and committed, some travelling outside office hours and outside the area is inevitable.

The role can be either full time or part time but hours worked will need to be for the best interests of the business. The office hours are from 8.45 to 5pm 5 days per week.

R P Booth  
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