

Job Description – Head of Sales Operations & Marketing

Department : Sales & Marketing

Line Manager : Managing Director

Role Overview

To provide a consistent operational function across the full customer life cycle incorporating marketing, events and communications for lead generation through to management of the customer journey within the Sales process.

Key tasks and responsibilities

Sales Operations and CRM Management

- Main point of contact for SF Support, responsible for collating issues and development requests, liaising with SF Support and actioning delivery.
- Also responsible for generating reports and analysis on sales operation and marketing activity via this platform (and in conjunction with Hubspot tool) including pipeline, performance metrics, trends, forecasting and opportunities at team, regional and global levels. This includes sales, renewals to provide management with a complete picture of business performance for the whole Sales & Marketing department.
- Ownership of the sales process: it's implementation, compliance governance and execution in Salesforce.com.
- Analysis – defining, tracking and reporting sales performance metrics and trends
- Forecasting – managing and maintaining divisional forecasting process and tools for Sales division
- Reporting – creation, validation and distribution of all regional and divisional sales reports
- Pipeline reviews – providing reports and data required to support regional and global pipeline reviews

Marketing Plans

- Work with each business unit within Restrata to design integrated marketing communications plans
- Manage the implementation and evaluation of the plans.

Event Coordination & Management

- Identify and evaluate speaker, sponsorship, exhibiting and advertising opportunities
- manage event schedule; ensure all event coordination including the payment, collateral required & participants.

Brand and Image Management

- Manage the brand
- Act as the front line for enquiries about brand guidelines and ensuring high production quality and consistent messaging across all online and printed marketing materials including commissioning of photography, cataloguing and uploading new content to the media library/Sharepoint

Marketing collateral & Document control

- Coordinate the production of marketing collaterals including brochures, exhibition stands, & presentations
- ensure all marketing materials are up-to-date, and uploaded onto team Sharepoint site

External Communications/Media enquiries & PR

- Respond to media enquiries and proactively secure coverage for Restrata in regional media
- Coordinate all advertisement designs & written content of articles

Internal Communications

- Create a quarterly internal newsletter for the business with updated news & images & HR news; be the point of contact for email signatures and company letterheads

Web presence and social media

- Ensure website is updated, refreshed by actively sourcing and uploading content.
- Maintain Social Media channels (Twitter, LinkedIn, and YouTube), by creating & sourcing content – included in marketing plans
- Manage external SEO and Digital agency to maximise results

Bid Management

- Oversee the Bid Coordinator to ensure all aspects of this role are executed successfully, and improved, in line with the wider Sales & Marketing department plans and processes.
- Sales Process Management and Development: Responsible for overseeing the customer journey from marketing through sales to new customer and beyond. Required to develop and improve our existing processes and approach, working with Directors of Sales and Service line Heads.

Essential Capabilities/Skills

- Good copywriting and editing skills, with the ability to write for multiple audiences
- Creative & design skills – including image editing, (photography is desirable), collateral design, graphics,
- Technical knowledge of social media platforms
- Proven IT skills in particular Word, Excel, PowerPoint, Publisher, InDesign (if possible)
- CMS & HTML skills
- Excellent communication skills
- Ability to work to tight deadlines & with often sensitive information

Experience/Qualifications

- Marketing degree or related fields such as Journalism, with good understanding of communications disciplines
- At least 5-7 years' experience in a marketing manager – senior role
- Past experience of working with designers or suppliers
- Industry experience is preferred, but not essential
- Preferred working experience with Hubspot and Salesforce

If you are interested in this position, please send your updated CV to hr@restrata.com.