



*Jobs with Purpose*

<b>Job title</b>	Head of Sales and Marketing
<b>Candidate Brief</b>	<p>NOW Group are an award-winning social enterprise who deliver services across the Island of Ireland supporting people with learning difficulties, autism and neurodiverse conditions into jobs with a future. We are passionate about changing lives and our priority is on outcomes and impact for individuals, their families and communities who are the most disadvantaged. We operate a range of social enterprise businesses that generate income and impact to support our Mission.</p> <p>As Head of Sales and Marketing you will be sales focused and results driven with a proven track record in achieving sales targets and have the ability to execute a focused sales and marketing plan for the agreed market segments of NOW Group.</p> <p>This role offers huge amounts of exposure to someone who is seeking career development and is truly passionate about driving sales and building on customer relationships with social value at the core.</p>
<b>Location</b>	NOW Group HQ as base – Hybrid working model
<b>Reports to</b>	Chief Operating Officer
<b>Hours</b>	37.5 hours per week
<b>Salary scale</b>	£40,000 per annum (within Band 4 £36,000 to £48,999)
<b>Benefits</b>	<p>25 days annual leave plus 12 statutory days (pro-rata) Health Cash Plan (on successful completion of probationary period) Access to confidential Staff Counseling &amp; Financial Advisory Services Stakeholder Pension Scheme (5% employer contribution) Bike to Work Scheme Holiday purchase scheme Flexible working initiatives – Hybrid working model Wellbeing initiatives</p>

**Mission**

Supporting people with learning difficulties and autism into jobs with a future.

**Vision**

A society where people with learning difficulties live, work and socialize as valued citizens.



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## Main Responsibilities

1. Work collaboratively across the organisation on sales and marketing initiatives to ensure maximum revenue and profitability, whilst providing potential and existing clients with the highest level of customer service.
2. Perform day to day sales activities including lead generation, face to face meetings, attendance at events, supporting service delivery and and social enterprise.
3. Undertake monthly business tracking of all accounts to monitor traction and identify any decreases, taking necessary action to remedy same.
4. Identify and manage cross selling across the organisation, using the data to drive maximum growth for commercial return (social enterprise) and increased employer awareness to partner for jobs.
5. Analyse data analytics and intelligence information to boost brand awareness and profitability.
6. Report weekly and monthly on agreed performance metrics and general activity to COO.
7. Provide strategic input into organisation strategy and forecasting.
8. Executive quarterly activity plans to create focus for the team and adapt activity to support business needs.
9. Work with in collaboration with digital and comms marketing on promotional material required, in line with brand standards and budget.
10. Manage annual marketing budget.
11. Ensure accurate processing, distribution, recording/filing and follow up of all sales correspondence, including the execution of contracts, quotations, confirmations, cancellations
12. Identify key competitors and carry out regular competitor analysis; monitoring their performance, rates and sales activity.
13. Keep up to date on market developments and other factors that could influence business or create favourable market conditions.

**This job description is not definitive and may be subject to review as the duties and responsibilities determine**

NOW Group adhere to the AccessNI Code of Practice and it is our policy to obtain an Enhanced Disclosure for employees who will be working within our service delivery teams. This check will be completed before employment commences and only if successful at interview. For further information please refer to the Access NI Code of Practice at [AccessNI Code of Practice \(nidirect.gov.uk\)](https://www.nidirect.gov.uk)

A copy of our policy on the secure handling, use, storage and retention of information is available on request.

In line with the Rehabilitation of Offenders (Exceptions)(NI) Order 1979 (as amended in 2014), NOW Group's will only ask about convictions which are defined as "not protected" for the purposes of obtaining a Standard or Enhanced disclosure. Please note that a criminal record will not necessarily be a bar to obtaining a position. A copy of our policy on the Recruitment of Ex-Offenders is available on request.



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## Personnel Specification

### Essential

1. At least 3 years experience in a Sales/Marketing role (ideally in a service and customer focused environment)
2. Demonstrable experience managing a budget to deliver agreed outcomes.
3. Demonstrable experience in developing marketing campaigns from concept to execution to measurement.
4. Demonstrable experience of working with a wide range of partner organisations and stakeholders to deliver business plan objectives.
5. Experience developing new stakeholder relationships as well as maintaining existing ones.
6. Effective communicator to clients and colleagues, individually and in groups; with the capacity to provide clear written reports.
7. Proficient in a wide range of IT packages – including Microsoft Suite.

## Values and Behaviours



All employees in NOW Group are required to subscribe to the values of the organisation and demonstrate these values through agreed behaviours in their day to day work and their relationships with participants, stakeholders and colleagues. **Candidates will be expected to demonstrate relevant values and behaviours as part of the interview process.**