

Sales and Marketing Manager job description

Purpose of role:

Marr Procurement work with organisations across core community sectors to reduce their operating costs. In other words, we save our clients' money and we pride ourselves in doing so with absolute integrity and transparency, and delivering great value quickly. We're a five-year-old procurement consultancy with big growth aspirations – **that's where you come in!**

Since 2015, Marr Procurement has contracted with over forty Care and Charity groups across the UK and has sourced near £1 billion on a wide range of goods and services for clients including Care UK, Virgin Care, Prostate Cancer and The Salvation Army to name just a few.

Our growth to date in the Care sector has come from word of mouth, and while that has proven to be highly successful, we cannot rely on this for future growth, particularly as our growth aspirations are ambitious and challenging. To achieve this, an opportunity now exists for us to implement a marketing strategy to grow the Marr Procurement brand. That's why we need an experienced and ambitious Sales and Marketing Manager to help us get in front of more potential clients: bigger and better than ever before.

As we expand into existing and new sectors, namely health and social care, charity, social housing, and education, you will be seeking out the new leads and opening doors for our buyers to opportunities with new clients. Building the brand and making us the 'go to' procurement support for our chosen sectors will be your job to own and drive forward.

This is a stand-alone marketing role, reporting directly into the Chief Operating Officer, and close engagement with Managing Director and Procurement Director, with additional external consultant/agency support available when required. Currently the role has no direct reports, but it is possible that this will change in future.

The way we work at Marr Procurement is as important as what we do, so the Sales and Marketing Manager must share the same values, of integrity and delivering outcomes, as the rest of the Marr Procurement team. Saying it as it is and operating with openness and fairness is key to our culture. We really care about every single person in the company – we're a big Marr family and we pull together to achieve great results!

Location and Hours:

Flexible. We are open to a full time or part time role. In the current climate this will be a remote role from home. In future, it is expected the Sales and Marketing Manager would travel to locations to meet colleagues or attend Marketing events.

Responsibilities:

- In collaboration with senior management, support the creation of a sales and marketing strategies
- Support to grow relationships and activities with relevant association bodies to increase brand awareness
- Lead generation, opportunity tracking and follow up – primary purpose to get us in front of CEOs and CFOs and convert leads into sales

- Event management including roundtable events for industry CEOs and CFOs (physical and virtual)
- Managing Marr Procurement website
- Own all marketing activity including social media (primarily LinkedIn and Twitter), PR, email, printed materials, blogs/articles, case studies, webinars, white papers and promotional items
- Project managing all marketing campaigns, social media, advertising and awards entries
- Conduct economic and commercial surveys to identify potential markets for new products and services.
- Supporting the coordination and writing of all public and private bid work (in collaboration with senior management and external bid writers)
- Initiate market research studies, including client satisfaction survey, and analyse their findings
- Responsible for Marr Procurement brand including use of logos, tone of voice, brand guidelines and templates, developing and maintaining a strong corporate image
- Budget management

Skills required:

- Ability to support and grow both Sales and Marketing activities
- Marketing expertise with a practical hands-on approach to support Sales lead generation
- Experience of identifying customer leads and opportunities, and initial sales pitch where required
- Experience in digital marketing including social media (LinkedIn and Twitter desirable), web, email and SEO
- Copywriting
- Attention to detail
- Commercial outlook (return on investment of all activities and initiatives)
- Good time management and a flexible approach
- Ability to work independently
- Ability to performance manage external resources to timelines and outcomes
- Comfortable working under pressure within short timelines
- Track record of building external and internal engaging and trusting relationships
- A keen interest in the business and professional attitude

Other Key Information:

- Salary £35-40k depending on experience
- 25 days holiday, excluding bank holidays
(pro rata for part time)