**Job** **Profile**

**Sales Support Executive**

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| Department | Business Development, Sales & Marketing |
| Location | Solihull |
| Reports to | Head of Business Development, Sales & Marketing |
| Hours | Nominally 37 hours but operationally available at all times to meet Company requirements. |
| Contract | Permanent |
| Constraints (travel/ base/ working patterns etc) | Office based with up to three days per week working from home.  |
| Salary  | £28,000 |
| Date | March 2024 |
| About the roleAn exciting opportunity to work across sales and marketing, the Sales Analyst will be the main point of contact for the teams. A key role, you will develop and track team actions and support on data analysis and reporting including at Board level. You will ensure all sales queries are managedYou will generate our sales proposals and allocate all leads, opportunities and orders in our CRM. You will also support in our maintaining our website and undertaking our customer satisfaction survey and sales campaigns. The role provides the opportunity to get involved in event planning, including our flagship national conference.About youYou have experience of working in a support role in a sales and/or business development environment. You will be experienced in sales reporting and analysis and in building effective colleague and customer relationships.You will be experienced in using IT systems including Microsoft Office and CRM to track and report on data. Customer focused, you will be able to work to deadlines and produce work to a high standard. You will also proactively manage your personal and professional development.About usEveryday over 68 million people in the UK rely on the energy and utility industries to provide services that are essential to the health, safety and prosperity of every person and business in the UK. Energy & Utility Skills are at the forefront of bringing our industry leaders together to identify and address the skills challenges our sector faces. We provide membership, assurance, and skills solutions to help employers attract, develop, and maintain a sustained skilled workforce to safeguard the future health, safety and prosperity of every person and business in the UK. |

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| Key Responsibilities:**Sales Reporting*** Effectively assist the sale teams with reports and requests via the CRM system
* Support cleansing and input of new contact data within the CRM system.
* Assist the Head of Business Development, Sales and Marketing and management team with data analysis, internal reporting, and preparation of reports for Board meetings, team meetings etc.
* Segment external data to enable targeting of customers and prospects for specific campaigns.

**Sales Administration & Co-ordination*** Act the main contact for the externally facing business development and sales team
* Coordinate the preparation and minute taking of monthly sales & marketing meetings
* Develop, issue minutes and track against documented actions following the sales meeting and marketing meetings,
* Assist the business development, sales and marketing team to improve their productivity by providing general administrative support
* Collaborate with other departments to ensure sales queries are handled efficiently.
* Generate new sales proposals within our proposal system, in accordance with agreed timeframes and to reflect customer expectations.
* Support with the company’s annual customer satisfaction survey

**CRM Management*** Allocate leads, opportunities and orders using the CRM system, establishing and assign appropriate tasks.
* Support sales campaigns using Google, LinkedIn, and other search engines/databases.
* Source and segment contact data for sales and marketing campaigns

**Marketing analysis & support*** Assist with the research, development and execution of marketing campaigns, including activities such as: social media, email marketing, written articles, PR and webinars.
* Support with the maintenance and updating of the website through the Wordpress content management system
* Support the coordination of event planning and logistics.
* Collaborating with other departments, ensure marketing queries are handled efficiently.
* Support with ensuring the marketing plan is kept up up to date and accurate.
* Update branded documents maintaining brand consistency.

**Additional responsibilities*** Ensure compliance with Energy & Utility Skills data protection policies and processes.
* Take reasonable care of your own health and safety and that of others in the workplace.
* Continuous professional development; commitment to professional development, staying ahead of changing market needs and sharing best practice internally.
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**Job Holder Specification**

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| **Specification** | **Essential** | **Desirable** |
| **Work Experience** |  |  |
| Experience of working within a support role within a fast paced sales/business development environment |  |  |
| Experience of sales/marketing co-ordination including effective reporting and analysis, issuing and tracking of actions |  |  |
| Track record of building and maintaining effective customer and colleague relationships at all levels | ✓ |  |
| Knowledge of and ability to use IT to report, track and present data, including effective use of CRM | ✓ |  |
| Understanding of the energy and utilities sector and the workforce issues affecting it |  | ✓ |
| **Competencies & Skills:** |  |  |
| **Relating and Networking:** able to establish good relationships with customers, and colleagues, relates well to people at all levels, manages conflict, listens and is self-aware |  |  |
| **Analysing**Analyses numerical and written data and all other sources of information; breaks information into component parts, probes for further information and makes rational judgements from the available information and analysis. |  |  |
| **Writing and Reporting;** Writes clearly, succinctly and correctly; in an engaging and expressive manner; writes in a well structured and logical way; structures information to meet the needs and understanding of the intended audience; high attention to accuracy and detail. |  |  |
| **Delivering results and meeting customer expectations;** commercially astute, focuses on customer needs, sets high quality standards, works in a systematic way and consistently achieves objectives set |  |  |

**Our Values**

**Together**

We are stronger, collaborating internally and externally to deliver success as one high performance team.

**Credible**

As specialists, we are trusted to provide thought leadership, the skills voice for Industry and skills solutions for energy and utility industries.

**Making A Positive Difference**

A great place to work, we individually and collectively play a key role in shaping a greener world.