



Key Criteria	Essential	Desirable
Qualifications	Educated to degree level or demonstrable equivalent professional work experience	Specialist qualifications in Business Management, Marketing and or Digital Marketing Google Academy accreditation
Work Experience	Practical and operational experience in developing and implementing marketing campaigns and marketing strategies Experience of writing marketing strategies, policies, procedures and sales material Experience in direct customer sales operations Experience of working in an environment with high standards of governance and accountability Experience of working as part of a team but also ability to work on own initiative	Experience and understanding of managing the entire sales process Knowledge and experience of engaging with regional, national and multi-national organisations in a sales capacity Experience of planning and implementing organisational culture change based around brand and marketing concepts
Skills and Abilities	Interpersonal skills, to lead, influence and motivate staff at all levels Excellent verbal and written skills, and the ability to communicate at all levels Strong opportunity seeking skills with the ability to identify client problems and present digital marketing solutions Strong attention to detail Excellent presentation and “pitching” skills A track record of customer sales and customer engagement Ability to work under pressure and manage priorities and workload appropriately Practical experience of risk management and mitigation	Google/Bing account management Online Paid advertising accreditation
Job Circumstances	A full current driving licence and access to a vehicle Flexibility to travel as required	