

## **ROLE PROFILE**

<b>Job Title:</b>	Marketing Assistant
<b>Hours:</b>	9.00 – 5.30 Monday to Friday
<b>Salary:</b>	£16,500 – 18,500 per annum to be reviewed annually, plus discretionary annual bonus after first year
<b>Probationary Period:</b>	Three months from appointment
<b>Period of notice:</b>	Eight weeks either side
<b>Responsible to:</b>	Practice & Office Manager
<b>Holidays:</b>	25 days per year (some to be taken during Christmas Period) plus public holidays
<b>Overall Purpose:</b>	To ensure that internal and external customers receive excellent service

## **RESPONSIBILITIES**

### **Major:**

- to manage incoming customer enquiries and programme bookings in a friendly, helpful and efficient manner
- to liaise with trainers to ensure internal and external customers receive consistent and excellent service
- to fulfil open programme administration efficiently
- to monitor and evaluate and follow-up feedback from customers to generate sales and maintain contact lists

### **Specifically:**

#### ***Marketing & Database***

- customer follow-up, post booking and post course to ensure that new customers receive excellent customer care and are welcomed to =mc
- to collect and process database amendments from =mc's telechecking agency, =mc staff, mail returns etc.
- to undertake database searches and segmentation for mailing and emailing campaigns
- to ensure that =mc open programmes are kept up-to-date on online listings
- to draft and send sales emails to boost sales
- to help track the results of sales emails and customer requirements onto the database
- to collate and prepare customer testimonials for the website and print brochures
- competitor research

#### ***Programmes***

- to handle open programme enquiries (telephone, post, email)
- to process bookings, and generate open programme letters and invoices on the database

- to book all catering and additional AV for each open programme
- to liaise with venues pre-programme to ensure all dietary and access needs of delegates are confirmed
- chase provisional bookings and ensure that all booking invoices are paid prior to the programme running
- attend each open programme on day one to meet and greet the delegates

**Feedback**

- to collect and collate feedback forms from both open and in-house programmes
- to follow-up future training needs with customers as indicated on feedback forms
- generate sales for open programmes from information gathered from feedback forms
- maintain contact lists and update the database as necessary

**Support Team**

- to answer incoming telephone calls, handle programme enquiries, take accurate messages as necessary, and immediately write them in the message book
- to work with and provide cover for team members when appropriate

**KEY RESULT AREAS**

The extent to which ...

- *internal customers are satisfied* with their service
- *external customers are satisfied* with their service

This role profile is reviewed annually, and with the Key Result Areas and associated performance objectives will form part of any bonus calculation. It's not intended to be an exhaustive list of duties, but a guide to broad work areas.

## **How to apply and our recruitment process**

We are currently recruiting for a number of jobs. Please make clear which job(s) you are applying for. Please also read the role profile.

Note we only consider applications, which demonstrate you're committed to working with us – and that you 'get' the customer focus plot! Please don't send in a generalized CV.

To apply you need to send two things:

- a C.V. highlighting your relevant transferable experience from your current setting is fine
- a covering letter and statement explaining why you want to join the =mc team and how you would add value to our work

Please email your C.V. and covering letter to **careers@managementcentre.co.uk** putting the job title in the subject line.

We prefer to receive applications by email. If you are unable to email your application, please post it to:

The Management Centre  
117 Gauden Road  
London  
SW4 6LE

Or fax it to: +44 (0) 20 7978 2125

Please include an email address and daytime phone number.

## **Process**

We'll reply by email or phone to your application if successful. We will then invite you to:

- a group interview, to help identify your skill sand abilities in groups
- an individual interview, to help highlight your individual abilities