Job Description

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| **Job Role:** Marketing & Sales Support Manager  **Reports To:**  **Benefits:** Salary  Enhanced Holidays  Occupational Sick Pay  Pension Scheme  Staff Parking  Bonus Scheme  **Contract Type:**  Full-Time Permanent  **About Us:** Countryside Services has been in business from 1998 and we are a leading supplier of livestock ID tags and EID tags in Ireland and the UK. With more than 20 years’ experience working within the farming community we provide support and sustainable solutions for the future of farm families and businesses.  **Purpose of the role**: The Marketing and Sales Support Manager will be responsible for developing and delivering our marketing strategy in line with our company objectives, supporting and driving the continued growth in market share and sales.  **Aim:** to help build and maintain a strong and consistent brand through the use of wide range of on-line and off line marketing channels. Oversee the promotion of the business, our services and products. Support our market position and promote the growth of market share. |
| **Main Duties**   * Develop the marketing strategy in line with company objectives * Co-ordinate marketing campaigns with sales activities * establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments * Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration * Analyse customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies * Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics * Manage content and updates, establishing budget guidelines, participating in events, documenting business processes, and providing additional sales support * Gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads * Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimise accordingly * Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets * Organise exhibitions, literature production and advertising campaigns * Production, copy writing and proof reading of advertising and promotional material including press releases * Website development, content creation and management, updating social networking profiles on a daily basis * Ensuring marketing campaigns are delivered on time and within budget * Liaising closely with all departments within the business in relation to promoting key products and services * Support the Sales Manager in successful delivery of sales targets   General   * Work closely with sales manager and support the sales team in achieving KPI’s in Ireland and UK * Frequent travel to our UK site * Be responsible for all companywide communications * Promote excellent team-work and work with various teams to achieve common goals * Continually review marketing strategy and campaigns and adapt as appropriate to ensure a return on investment   ***Any other duties as requested or required by the Managing Director or Board.*** |
| Essential Criteria   * Level 5 qualification (Degree Level) or equivalent in Marketing or related discipline * The ability and flexibility to travel regularly to our UK based site * At least 2 years’ experience in a similar position * 1 years’ experience of supporting a sales function * Excellent verbal and communication skills * Creativity and innovative approach to problem solving * Ability to report on the effectiveness and return of marketing campaigns * Ability to work as part of a team as well as independently   **Desirable**   * Agricultural background or knowledge * Proficiency with online marketing and social media strategy * Proven experience designing interactive applications and networking platforms * Established press and media contacts   **Main Relationships:**  Managing Director  Livestock ID Sales Manager  Contract Manager – Rural Service  Department of Agriculture, Environment & Rural Affairs  Senior Management Team  ***This job description is not intended to be exhaustive and flexibility in your approach to your role is essential. We reserve the right to amend or change this job description from time to time to suit the changing needs of the role and the business and you agree to accept any such changes.*** |