

## **Business Development/Marketing Manager**

### **Industry skills and experience**

- At least 3 years in a marketing / business development role
- Experience of creating social media, e-marketing and managing websites
- Experience of managing agencies
- Experience of budget management
- An understanding of the issues facing the industry, in particular health and safety
- Ideally, 2 years experience in the material handling industry

### **The ideal candidate**

- A positive attitude with a proven passion to develop and manage accounts
- Self-starter, able to identify potential opportunities and bring them to fruition – working to defined targets set by the association
- Strong organisational skills and time management
- Great communication skills, ability to work in a friendly and consultative manner
- Ability to use wide range of methods for contacting potential new members – telephone, email, social media, etc.
- Ability to communicate at a range of levels within the association
- Ability to work collaboratively with all team members within the company and external agencies

### **Responsibilities**

- Updating current website, keeping it up to date with a good understanding of WordPress
- Social media content creation, implementation, and daily management
- E-Marketing - creating relevant content for eshots, good understanding of Mailchimp or other e-marketing platforms
- Management and liaising with Marketing agencies

