

CUSTOMER SERVICE & MARKETING ADMINISTRATOR
ROLE PROFILE

JOB FAMILY:

HR CODE:

| STRUCTURE | LINE MANAGEMENT RESPONSIBILITIES |
|---|----------------------------------|
| <p>This role is located at IOM Head Office and forms part of the Wholesale team reporting to the Wholesale Manager. The Wholesale Manager will appraise the quality of work produced and/or performed by the incumbent.</p> | <p>N/A</p> |

| MISSION & PURPOSE |
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| <ul style="list-style-type: none"> ➤ To support Wholesale, Okell's and Vino by creating and implementing marketing strategies and campaigns to grow profitable sales ➤ To be an integral member of the Customer Service team in providing a market leading service to all internal and external customers. |

| KEY RESPONSIBILITIES & DELIVERABLES |
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| <ul style="list-style-type: none"> ➤ Campaign Marketing <ul style="list-style-type: none"> ○ Be responsible for setting targets, co-ordinating and managing the delivery for all events and promotions within Wholesale and act as a primary point of contact for all Marketing aspects of Wholesale and Okell's. ○ Manage all forms of Marketing including social media and email campaigns for Vino to drive activity through the site through events and offers. ➤ Market Analysis and Business Intelligence <ul style="list-style-type: none"> ○ Conduct research and compile and analyse data on current drinks trends and customer and competitor activity to assist with sales calls. ○ Interpret data and communicate accurate information to sales team, making recommendations and providing insights to enable effective sales calls and maximise sales potential. ○ Provide competitive analysis on Isle of Man industry market offerings, identify changes in market trends, pricing/business models and sales; ○ Perform ad-hoc data gathering, research and analysis to assist sales. ○ Remain fully informed on all relevant market trends and implement best practices, providing ideas and recommendations to grow the business profitably. ➤ Sales <ul style="list-style-type: none"> ○ Regularly demonstrate achievement of calls targets in terms of numbers of calls made and weekly telesales revenue ○ Effectively apply telesales call sheets as per the transport schedule ○ Process orders made by customers by accurately inputting order onto Navision to enable delivery. ○ Ensure weekly sales figures are interpreted from sales sheets and communicated to sales team ○ Demonstrate accuracy and timely production of information free from errors or oversights |

➤ **Customer Relations**

- Consistently strive to develop exceptional customer relationships through telephone and e-mail
- Demonstrate exceptional customer service whilst encouraging and promoting sales.
- Use techniques to maximise sales potential whilst prioritising the customer's needs.
- Promote the H&B brand as a market leader by upholding the quality and standards of customer service to enable the business to meet high customer demands.

SKILLS & BEHAVIOURS

- A confident communicator both in spoken and written word
- Be able to manager employee relationships across diverse internal and external customer groups
- Excellent keyboard skills and a practical knowledge of Microsoft Office software.
- Excellent organisation and problem solving skills to handle a demanding and diverse workload.
- Exceptional customer service skills with a team-oriented focus.
- Possess excellent interpersonal skills with a co-operative and helpful attitude.
- High attention to detail and quality of work.
- Tactful, diplomatic and able to operate in a fast-moving and often reactive environment
- Able to work under own initiative and prioritise work.

EXPERIENCE, EDUCATION, TYPICALLY

- Ideally, a sales and/or marketing related qualification
- Ideally, at least 1-2 years' experience in a similar role.
- Previous experience working in the drinks industry with excellent knowledge of wine and premium spirits is essential
- Excellent knowledge of the island's drink industry

The above statements are intended to describe the general nature and level of the work being performed. They are not construed as an exhaustive list of all deliverables and responsibilities and duties. All employees are expected to be flexible in approach and may be required to perform other duties as may be reasonably required for the benefit of the Heron & Brearley Group and to add value.

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| Date prepared: | | |
| Agreed by: | Incumbent | Manager |
| Review date: | | |