



Sales and Marketing Manager

Job Description and Application Procedure

Job Title	Sales and Marketing Manager
Accountability	To the UK director Dom Hall
Location	Ulverston office, Cumbria.
Term	The role will be offered initially for 6 months (including a three month probation period) with the intention of then becoming a permanent role.
Brief Description	<p>Fieldskills is a small, dynamic and growing expedition travel and training business. We are based on the edge of the Lake District national park and run first aid and expedition training courses across the UK. We support fieldworkers, charities and expeditions in Borneo and across the world.</p> <p>We are looking to expand our small team with a member of staff focused on increasing our sales and marketing capacity. As a small and growing business we are looking for someone who is self motivated, hard working and committed. We believe the role offers a good work-life balance and a fun and relaxed working environment with the scope to build your own role and develop your place in this exciting, growing business. In return we require someone who is committed to the long term growth of Fieldskills. We need enthusiastic people, with their own ideas who can bring in new business and develop existing client relationships.</p> <p>We will consider a range of possible candidates but envisage an excellent recent graduate with enthusiasm for / experience of marketing, or a more experienced candidate, perhaps interested in a part time role, and wanting to get involved with a small company where they can really make a difference.</p> <p>The successful candidate will need to be a highly organised and self-motivated person with I.T. and customer care skills.</p> <p>The important thing for us is to find a bright, flexible and self-motivated individual willing to get stuck in to a range of tasks across the business. An interest in overseas travel and outdoor activities would be an advantage but is not essential.</p> <p>For the right candidate there would be the opportunity to build the role and become an integral part of this growing business. There</p>

	may also be the opportunity to attend our range of courses and in the long term even to get involved with our expeditions in Borneo.
Duties and Responsibilities	<p>Marketing:</p> <ul style="list-style-type: none"> • Develop and implement course marketing including email campaigns, mailshots, phone marketing, social media and attending events. • Additional skills in copy writing, web editing or direct sales would all be an advantage. <p>Administration:</p> <ul style="list-style-type: none"> • Work with our administrator to answer customer queries and manage bookings - organise staffing and administration for courses and send out course information and arrange client payment. <p>Other:</p> <ul style="list-style-type: none"> • Get involved with other elements of course design, web research, as well as the overall administration of the business.
Hours of Work	35 hours a week. 9 – 5, Mon - Fri though as stated above we would also consider part-time hours for the right candidate.
Rate of Pay	£15000 - £25000 per year dependant on hours and experience level.
Key Skills	<ul style="list-style-type: none"> • Marketing experience – experience / qualifications / in advertising, marketing and sales. • Organisational Skills – the ability to manage your own workload, decide and monitor targets and ensure the smooth running and administration of a wide range of different tasks • IT experience – good knowledge of spreadsheets (excel) and databases (access), powerpoint and wordprocessing. Any additional knowledge of web-editing or other design packages (photoshop, pagemaker, publisher etc) would be an advantage • Written and spoken English – good quality of written and spoken English for the range of customer communication on the phone and by letter and email • Self Motivation and Initiative – ability and motivation to work under your own initiative is essential • Enthusiasm – an enthusiasm to get stuck in to develop our company is a must and an interest in the travel and training business is sure to help with that! • Facilities • Driving license and own car would be an advantage

How to Apply

Send a CV and covering letter explaining why you think you fit the bill to:

admin@fieldskills.com

All CVs must reach us by 31st Jan.

We look forward to hearing from you.