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Sales & Digital Marketing Specialist Job Description

Job Title:	Sales & Digital Marketing Specialist (Retail Network Development)
Reports to:	Retail Network Development Manager
Location:	Head Office (currently Chipping Norton, Oxfordshire)
Job Status:	Permanent, Full Time
Starting Salary:	£26,000-£32,000 depending on skill set, qualifications and prior experience
Qualifications:	Degree or professional diploma in Sales and Marketing Management, or equivalent qualification
Career Level:	Graduate, with relevant sales and Marketing experience

Job Specification:

The Sales & Digital Marketing Specialist works in the Retail Network Development (RND) department and is responsible for MBE lead qualification, carrying out the first call follow up to potential franchisees to promote the MBE business concept, to prospects identified through lead generation activity.

Reporting to the Retail Network Development Manager, you will:

- conduct phone calls to inform potential franchisees about MBE opportunity, and book sales appointments for further qualification
- meet with franchise prospects (virtually and in person) to ascertain business goals
- maintain Franchise prospect database and enter leads received, administer BMS (CRM Intranet tool)
- use lead generation techniques to identify the best prospects for the MBE Franchise
- generate leads using digital platforms and applications, to ensure business meets company targets for new franchise store openings, sales, profitability and EBITDA
- manage company content on third-party sites (e.g. Franchise portals, British Franchise Association and other online directory advertising)
- plan and manage online ad campaigns (e.g. Google Ads/Paid Search (PPC), social ads)
- develop and implement social media strategy and 'keep warm' email Marketing activities, to improve reach and effectiveness of franchise recruitment messaging
- implement offsite and onsite Search Engine Optimisation activities
- define goals, budgets and manage reporting of digital campaign effectiveness and sales results/return on investment, and report monthly
- work collaboratively with colleagues and agencies, to deliver fully integrated cross-channel RND campaigns and activities
- develop RND briefing presentations covering social media, email marketing, CRM management for delivery to MBE managers

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You will undertake other activities as directed by the Retail Network Development Manager and we reserve the right to vary or amend your duties and responsibilities at any time according to the needs of our business.

Person Specification:

You will be a highly focused individual, a team player, willing to take initiative, able to prioritise your workload and able to work unsupervised. You will have excellent written and spoken English, as well as project management, negotiation, interpersonal and customer service skills and be able to liaise with customers / colleagues in other departments, and external contacts such as suppliers, media buyers, design, creative, PR and advertising agencies, with guidance from the Retail Network Development Manager.

You will have strong web-based skills, have excellent knowledge of Microsoft Office Professional, including Publisher, be conversant with Google Analytics, social media platforms, email Marketing platforms and other dashboards, (e.g. Hootsuite, Facebook Business Suite). Knowledge of Google Workspace applications is a plus.

You will hold a recognised Sales and Marketing Management, or related qualification, degree with 1-2 years' experience or training in sales, and be able to demonstrate significant relevant expertise; experience in Marketing, customer service or other people-orientated fields desirable.

Please email a copy of your CV and reason for applying to: apply@mbe.uk

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