

Job Description

Job title:	Marketing Assistant & Programme Administrator	
Reporting to:	Development Director	
Company objective:	To provide high quality training and management consultancy to clients at a competitive price	
Type of position:	<input checked="" type="checkbox"/> Full-time	<input checked="" type="checkbox"/> Permanent <input checked="" type="checkbox"/> Placement/ Internship

JOB HOLDER'S OBJECTIVES:

The job holder must aim to successfully:

- Promote contact and manage relationships between the company, its clients, programme participants and suppliers.
- Provide administrative support for the development of training programmes and their delivery.
- Provide support to the Marketing Team, Partners, consultants, associates, and colleagues.
- Fulfil sales and marketing targets.
- Support direct marketing activity across the organisation's target sectors including social media and website updates.
- Communicate progress, participate in company meetings, take minutes, and action objectives from meetings.
- Adhere to Company standards, policies, and procedures.

KEY AREAS OF RESPONSIBILITY:

Promote contact and manage relationships between the company, its clients, programme participants and suppliers

The job holder is required to:

- Communicate effectively and regularly with existing clients and programme participants by 'phone, email and letter responding within 24 hours to all queries.
- Co-ordinate the visits of consultants and associates to potential clients and existing clients.
- Attend client and programme meetings, take and action minutes.
- Compile and produce accurate programme progress/ evaluation reports regularly for clients.
- Organise, prepare for, and attend client evaluation and development meetings keeping accurate notes and actioning minutes.
- Maintain updates of all emails and conversations with clients, participants etc on Maximizer.

Provide administrative support for the development of training programmes and their delivery

The job holder is required to:

- Create and co-coordinate project/action plans and their completion.
- Update and tailor training materials and programmes, as necessary.
- Schedule new programmes and update electronic planning software (Trapla, and FlexiLearner®) accurately.
- Maintain and update the learning management system (FlexiLearner®) for each programme/ client.
- Set up virtual classrooms at least 30 minutes in advance of sessions ensuring the trainer has all necessary materials in place.
- For face-to-face delivery, arrange suitable venues for the delivery of programmes and carry out venue checks well in advance to check that all equipment, room layout and details are correct.
- Complete job sheets for each event at least four weeks in advance and facilitate their signing by consultants/ associates.
- Pack correctly for each course so that it can be delivered to the consultant/ associate at least three working days before the event, if being delivered on site.
- Unpack and file course material away accurately, once returned from training sessions, within 48 hours and action tutor notes adding notes to the sales database (Maximizer) and updating FlexiLearner®.
- Compile and maintain records of all participants' work required for external verification and liaise with the Managing Director and Accreditation Partner.
- Facilitate participants to complete their programme requirements to gain certification.
- Raise invoices for participants/ clients correctly ensuring they are signed off by the relevant Partner as agreed with the client. In most cases this will be in advance of delivery.
- Create invoicing for non-submitted work, non-attendance etc.
- Chase payments from clients and individual participants where necessary or refer to Finance.

Provide support to the Marketing Team, Partners, Consultants, Associates, and colleagues

The job holder is required to:

- Generate ideas and contribute to the formation and fulfilment of the organisation's sales and marketing strategy.
- Identify and assist in the creation of proposals for new business opportunities.
- Assist the Marketing Team in designing programmes and course materials.
- Assist in the discovery, completion, and delivery of PQQs, tenders and proposals.
- Inform the Marketing Team and Partners of any significant requests for information and support any fulfilment required (e.g., sending relevant brochures/ proposals/ arranging a meeting).
- Support initiatives to identify suitable opportunities to present, attend and exhibit at relevant forums and events.
- Maintain an accurate and structured Maximizer with details of all events, telephone calls and emails to clients, learners, and trainers, and identify opportunities to update company records from external sources.

Fulfil sales and marketing targets

The job holder is required to:

- Carry out the required set of calls each day (at least one hour of calling time) to potential participants and clients.

- Respond to requests for information received via website/ telephone/ e-mail/ fax/ post and input their full contact details to the appropriate folder on Maximizer within 24 hours ensuring that corporate enquiries are passed to the Development Director immediately.
- Record all “interested” and “actual sales” on the open access tracker.
- Record all communications with potential, existing or previous participants accurately, concisely, and legibly on Maximizer and update the defined fields, as necessary.
- Design and update sales material (brochures etc) when required.

Support direct marketing activity across the organisation’s target sectors

The job holder is required to:

Open Access Programmes

- Identify key sectors to market programmes according to demand, geographic location and trends identified in the sales database.
- Ensure the sales database for the sector is accurate, up to date and suitably qualified.
- Produce a mailing supporting social media campaign to be signed off by the Development Director.
- Co-ordinate and contribute to sending out the mail shot within the agreed timescale.
- Construct a project plan for each open access programme, starting the marketing activity required indicating timescales for completion, financial feasibility and additional resources required.
- Identify suitable facilities to deliver the training if face-to-face, i.e., location/ access/ cost/ catering/ parking/ accommodation/ availability.
- Book the training facilities for the first session and liaise with the appropriate CSM about scheduling the programme and booking the facilities for the remainder of the programme.
- Distribute and monitor follow-up calls amongst the team.
- Conduct your own allocation of follow-up calls and regularly monitor the progress of the team through daily meetings.
- Monitor that the team are making accurate and sufficient notes in Maximizer and that all calls are made within the agreed timescale.
- Set up Q & A sessions for upcoming programmes.
- Maintain the open access tracker on ‘X Drive’ and make regular contact with all those who have expressed an interest in the course and complete any additional fulfilment required (e.g., send application form and course schedule).
- Record deposits received and liaise with the appropriate CSM to invoice for the outstanding course fees.
- Provide a progress summary to Partners and handover the programme to the appropriate CSM once the optimum number of students to make the course financially feasible has been achieved.

Commissioned Programmes

- Co-ordinate any direct marketing activity to sectors according to the Marketing Plan.
- Update, maintain and qualify leads on Maximizer.
- Contribute to the follow-up calls to clients, arranging opportunities for the Marketing Team or Partners to meet with potential clients on Zoom.
- Set up client-based Q & A sessions.
- Plan and prepare for sales/ development meetings including organising travel arrangements and putting together a visit pack.
- Contribute to the production of proposals and presentations to existing and prospective clients.
- Identify opportunities for the company to bid for new work from tender opportunities lists.

- Assist completing Pre-Qualification Questionnaires (PQQs) for new business and assist with the production and delivery of tender documents and interview presentations.
- Update the Website content where required and populate with case studies and blogs.
- Drive posts on Facebook and LinkedIn, based on case studies and CLEVER Leadership posts.

Communicate progress, participate in company meetings, take minutes, and action objectives from meetings

The job holder is required to:

- Communicate overall and specific progress on a regular basis at all levels, adopting methods such as feedback during meetings/ producing progress charts and updating trackers.
- Provide progress reports to partners at bi-weekly quality meetings.
- Participate and feedback results in operational, team, and programme meetings, whilst taking and actioning minutes.
- Report back during quality meetings on progress of enlisting participants to projected programmes.
- Take clear messages and convey them to Partners and colleagues for action where necessary.
- Maintain objective sheets and feedback results during monthly meetings.

General duties and responsibilities

The job holder is required to:

- Answer the telephone and other communication in a clear and polite manner using the agreed corporate greeting.
- Respond to all written communication (including emails) within 24 hours.
- Dress in smart casual attire Monday to Friday unless visitors are expected where a semi-formal business style will be required.
- Adhere to Health and Safety requirements at all times.
- Adhere to equal opportunity policies at all times.
- Adhere to company I.T, social media, and mobile phone policies.
- Be aware that behaviour which is deemed in any way disrespectful to other members of staff will be viewed seriously.
- Take personal responsibility to maintain a clean and tidy environment.

WORKING CONDITIONS

- Office-based.
- Non-smoking environment.
- Occasional travel to courses and clients.
- Must be prepared to use own transport (if required).
- Flexibility to respond to clients/company needs.

The job holder will perform any other tasks which are required of them to assist the smooth running of the organisation.