



Strategic Integration Ltd T/A Openbrolly

64a Cumberland Street
Edinburgh
EH3 6RE

Tel: +44 3333 443563

Date: 12 May 2020

Marketing and sales assistant - Elgin, Moray

Salary: £21,000 P.A.

Hours: 37 hours per week

Based: Elgin (Office and home based)

Benefits:

- 35 days holiday a year including bank holidays. {Time should be held for between Christmas and new year, good Friday and May day}
- Company pension
- Full training
- Company phone
- Full equipment provided
- Home expenses

Introduction to Openbrolly

Openbrolly is a small growing company, founded in 2000 and based in Moray. We work predominantly in the creative industries, developing software for Film Offices and local authorities.

www.openbrolly.com

Our requirements:

We are looking for a reliable and enthusiastic person to join the team as a sales and marketing assistant. The position will be on a full time basis with home working. Some business travel may be required with expenses covered.

There will be a probationary period of six months. After this the contract may be made permanent.

Job description:

You will be accountable to the operations director, to support and implement marketing and sales of our products. Providing high standards of customer service and undertaking assigned tasks in order to contribute towards our business goals. You will serve as a point of contact for customers with queries about products and help deliver a mixture of both inbound and outbound marketing including content, social media and digital marketing. Our ideal candidate will be goal motivated, have an interest in customer and market



services best practices. Sound interpersonal and organisational skills will be utilised as an integral part of our business team. Practical experience and knowledge of web and social media content design, experience with Excel, Keynote, iMedia and pages and applications in marketing and sales would be highly advantageous.

Responsibilities and main duties include:

- Assisting and supporting the Operations Director in their daily duties
- Overseeing procurement and communicating any issues arising
- Coordinating projects from inception to completion
- Compose concise promotional copy
- Compose direct marketing communications, social media strategies and plans
- Develop rapport with clients and devise rewards and loyalty programs
- Generate marketing sales emails
- Solicit feedback from clients
- Write reports and executive summaries
- Complete analyses of competitors / competitive analysis
- Conduct market research, monitor industry trends and analyse and evaluate the validity of research
- Planning promotional events
- Researching and selecting media outlets for advertising / promotion
- Solving marketing problems using qualitative analysis

Skills and Abilities:

- Multi-tasking ability
- Sound interpersonal skills applied to team and customers
- Organising skills and effective team worker
- Analytical, creative and critical thinking
- Comfortable in a fast-changing and high-pressure environment
- Proactive and positive approach to all tasks
- Strong communicator at all levels
- Statistical skills
- Aesthetic sensibility
- Conforming to deadlines
- Positively supports company culture PRIDE values; Pride, Respect, Innovation, Decisiveness and Encouragement.
- Excellent skills within standard office software (Word, Excel, Access etc.)
- Wordpress and Apple software skills would be an advantage

To apply, please send your CV with a cover letter and an example of your work in some form of a marketing copy to: enquiries@openbrolly.com.