

<b>Job Title:</b>	<b>Sales and Marketing Executive</b>
<b>Department/Group:</b>	Sales & Marketing
<b>Reports To:</b>	Business Development & Marketing Manager
<b>Job Description</b>	
<p><b>Summary of role</b></p> <p>As Sales and Marketing Executive, you are part of the Sales &amp; Marketing team and will report into the Business Development &amp; Marketing Manager. The Sales and Marketing Executive will have varied duties which will mainly be office based but some travel may be required occasionally for Exhibitions and Conferences.</p> <p><b>Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Updating and maintaining content and presentation of company website including products, applications, news and events</li> <li>• Maintaining Airtel ATN marketing library</li> <li>• Researching conferences/ exhibitions for Airtel to attend</li> <li>• Event planning, attending conferences, meetings and industry events</li> <li>• Assisting the sales team at trade shows</li> <li>• Assist the sales and marketing team in developing Marketing Material for Trade shows</li> <li>• Assist the sales and marketing team with the paperwork involved in the pre-sales process including pre-qualification requirements and monitoring of tender portals.</li> <li>• Coordination of the company supplier profile portals</li> <li>• Conduct Research of market environments and competitors to assess new growth opportunities.</li> <li>• Planning and overseeing new marketing initiatives</li> <li>• Contacting potential clients via email or phone to establish rapport and set up meetings</li> <li>• Managing sales databases (currently Sales Force) and producing reports</li> <li>• Management and further development of the Airtel GDPR compliant mailing list</li> <li>• Developing Sales and Marketing plans for products</li> <li>• Maintaining a customer contract status report either within Salesforce or outside of Salesforce to support the administration of the sales process</li> <li>• Marketing point of contact for the companies' research and development programmes including SESAR JU.</li> <li>•</li> </ul> <p><b>Quality</b></p> <ul style="list-style-type: none"> <li>• Working with the Quality Manager to ensure that the templates being used within the sales department are in line with 'quality' standards and are being used in a consistent manner.</li> <li>• Acting as a champion for quality within the sales department and to support the Quality Manager in reporting of customer issues and / or deviations from procedure.</li> </ul>	

### **Personal Development**

- Take ownership of personal development
- Identify areas for additional Coaching and Training
- Seeks expert advice from inside and outside the company as and when necessary to compliment own expertise
- Keep up to date with new marketing methodologies

### **Skills and Qualifications Requirements**

- 2+ years experience in a Marketing position
- Bachelor's degree in Business or Marketing discipline
- Should be familiar with latest online marketing media
- Strong IT Skills essential
- Experience with CRMs
- Familiar with Search Engine Marketing
- Branding experience
- Excellent Organisational skills
- Strong Market research background and a curiosity about the air traffic management industry.
- Have a creative flair
- Personable with good communication skills essential

**Note: This job description is not intended to be all-inclusive. Employee may perform other related duties as required to meet the ongoing needs of Airtel.**

Last Updated By:	Natalie Kearns	Date	30 November 2021
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