

JOB DESCRIPTION

Job Title:	Sales and Marketing Manager
Main Purpose of Job:	<p>The Business Development (BD) Department works alongside the Communications, Campaigns, Policy & Research, and Operations departments at The Vegan Society. BD is responsible for the majority of income generated via The Vegan Trademark licence fees and sales of our products (Nutritional supplements), VEG 1 & VEG 1 Baby and Toddler.</p> <p>The Vegan Trademark is our internationally recognised vegan product certification scheme, established in 1990. The trademark is managed within the Business Development department and has three key teams: Certification managing the majority of the product registrations and account admin, Client Relations which develops our key accounts, manages client retention and coordinates promotional opportunities, and Sales and Marketing which focuses on new business acquisition. The department also supports with the sales and marketing for the VEG 1 product range.</p> <p>The Sales and Marketing Manager (SMM) leads a team of eight sales, marketing and events staff and is responsible for the implementation of various plans and strategies to ensure that they deliver against our financial targets and brand positioning KPIs.</p> <p>The post will require someone with a commercial mindset who can collect and interpret customer, market and performance related insights with ease and use these to adjust our tactics and activities as required. The SMM is also responsible for maintaining and upholding the trademark's brand values and visual identity across the breadth of our work.</p> <p>Business-to-business sales experience is essential for the role as well as a solid understanding of digital marketing. The individual will also need to have relevant management experience, be confident and flexible, with solid communication and problem-solving skills.</p>
Department:	Business Development
Responsible to:	Head of Commercial Services
Responsible for:	Team Leaders, Officers, and Assistants
Based:	Remote working. Occasional travel (several times a year).
Salary:	Starting Salary: £36,648 - £42,403 (depending on experience) Salary reviews apply
Benefits:	<ul style="list-style-type: none"> ▪ Flexible working hours

	<ul style="list-style-type: none"> ▪ Ethical pension scheme (5-7% employer contribution) ▪ Employee assistance programme and health cashback scheme ▪ Death in service benefit ▪ 28 days leave + 8 bank holidays (25 days annual leave & 3 closure days) ▪ Cycle to work scheme ▪ Animal companion compassionate leave ▪ Climate perks policy (up to 6 days additional paid time off when choosing sustainable transportation for foreign holidays)
Term:	Permanent
Hours:	<p>37.5 hours per week</p> <p>Occasional out-of-hours working may be required to attend events and meet critical business needs.</p>
Date of Issue:	September 2023

JOB ACTIVITIES

Managerial:

1. Devise and monitor a range of function specific KPIs and targets to ensure the effectiveness of our sales activities and marketing campaigns including:
 - a. Income (including by lead source, industry and territory).
 - b. Forecasting.
 - c. Lead source.
 - d. Lead conversion.
 - e. Sales agent performance.
 - f. Campaign performance.
 - g. Budgets.
2. Monitor the team's and individuals' work in progress (WIP) levels, designing effective interventions for underperformance and high performance.
3. Identify, coordinate, and manage the workflows and activities and across the events, marketing, and sales function.
4. Regularly review and ensure our CRM systems, workflows, and reporting are effective in capturing performance insights, and evaluating and directing systems development via our external provider, as required.
5. Deliver accurate and timely reporting for budget lines, ensuring all funds are spent with a clear ROI.
6. Conduct fair and inclusive recruitment.
7. Manage the training and induction of staff and ensure materials, guides and documentation are always up to date and reviewed on a regular basis.
8. Own the sales and marketing area of our Document Control Policy.
9. Ensure client data is handled according to GDPR polices and is consistently recorded accurately and in a timely manner by conducting checks and directing staff, as required.

Sales and Marketing:

1. Responsible for ensuring the new business income targets are met.
2. Develop and oversee the effective delivery of various plans and strategies including:
 - a. Trademark Marketing Strategy.
 - b. B2B Marketing plan.
 - c. Trademark Events plan.
 - d. International Sales Agents plan.
 - e. Business Referrals Strategy.
 - f. Trademark Client Communications plan.

<ol style="list-style-type: none"> 3. Monitor, develop and adjust our content, outputs and activities to be in-line with our brand guidelines. 4. Create and support the team with bespoke sales approaches for clients and other business relationships. 5. Identify, develop and manage a range of different business relationships, including partnerships, business referrals and external suppliers. 6. Attend events in a sales or development capacity, including giving presentations, attending panel talks or key account development. 7. Manage key projects for developing the trademark's presence and profile across the world for new and existing business lines. 8. Coordinate research including our brand awareness surveys, new and existing market profiles, and areas of growth, producing effective reporting and business cases, as required.
<p>Development and Collaboration:</p> <ol style="list-style-type: none"> 1. Work collaboratively with the Client Relations Manager, Certification Manager and teams to ensure synergy between approaches is maintained, as well as effective accountability for account handovers and admin. 2. Coordinate relevant sales and marketing support for the VEG 1 portfolio of products.
<p>Other Duties:</p> <ol style="list-style-type: none"> 1. Providing absence cover for other Business Development colleagues, line reports and other BD managers. 2. General office duties, including dealing with own correspondence and following TVS GDPR policies.
<p>General:</p> <p>The following duties are ones which all staff are required to perform:</p> <ol style="list-style-type: none"> 1. Adhere to The Vegan Society's policies on Equality & Diversity, Health and Safety and Acceptable Use. 2. Always maintain data protection and confidentiality. 3. Observe health and safety procedures and always work safely. 4. Contribute to the overall ethos, work and aims of The Vegan Society and maintain good communication with all stakeholders. 5. Be responsible for your own continuing self-development, undertake training as appropriate to the working environment and location, and developments in your role. 6. Present a positive personal image, contributing to a welcoming environment and treat all users with courtesy and consideration.

7. General office duties, including dealing with own correspondence and filing own papers.
8. Undertake any other duties as required by your manager to meet the changing needs and demands of The Vegan Society.
9. Attend organisational meetings as required.
10. Positively and actively promote The Vegan Society and its values.

The Vegan Society is committed to supporting staff development, including the continuing professional development required for Health and Care Professionals Council (HCPC) registration.

This job description is provided to assist the post holder to know their principal duties. It may be amended in consultation with the holder without change to the level of responsibility or remuneration appropriate to the post. The job description is not exhaustive, and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.

Data Protection:

During the course of your employment, The Vegan Society is required to tell you about the personal data that we collect about you and what we do with that information, including how we use, store, transfer and secure your personal data. You shall at all times comply with all relevant data protection legislation and all obligations imposed on you under The Vegan Society's data protection policy and privacy notice from time to time in force.

It is a condition of your employment that, as far as is possible and practicable, you adhere to a vegan diet and lifestyle.

PERSON SPECIFICATION

Job Title:	Sales and Marketing Manager	
ATTRIBUTES	ESSENTIAL criteria of the ideal candidate	DESIRABLE criteria used to differentiate applicants
Qualifications	<ul style="list-style-type: none"> ▪ 5 GCSEs (A-C) or equivalent. ▪ Relevant Management, Business Development, Business Admin/Management, Sales or Marketing qualification or equivalent work experience. 	<ul style="list-style-type: none"> ▪ CIM/other relevant Marketing or sales qualifications. ▪ Food technology/safety qualifications or relevant work experience.
Skills, Experience, and Abilities	<ul style="list-style-type: none"> ▪ Experience of working in a sales or income generating environment. ▪ Experience leading teams to deliver excellent customer service. ▪ Experience of working at a management level and dealing with underperformance. ▪ Proven experience of working to deadlines whilst maintaining the highest quality of work. ▪ Ability to develop and lead high performing teams in busy environments. ▪ Experience of effectively increasing sales on an on-going basis ▪ Experience creating actionable strategies and plans for expansion/growth. ▪ Excellent written and verbal communication skills via direct and electronic communication channels. ▪ Computer literate with strong MS Office skills, particularly email and databases. ▪ 	<ul style="list-style-type: none"> ▪ Experience in the FMCG sector. ▪ Experience in events management. ▪ Experience of liaising with sales agents. ▪ Experience of managing change. <p>*Any appropriate experience in a directly related post.</p>
Knowledge:	<ul style="list-style-type: none"> ▪ Good knowledge of whether ingredients in food, cosmetics, toiletries, clothing and household products are derived from animals. ▪ Sound understanding of B2B sales methods and tactics. ▪ Understanding of the organisation's values and purpose to make consistent and appropriate judgements. 	<ul style="list-style-type: none"> ▪ Good knowledge of the wider vegan movement and issues relating to veganism. ▪ Knowledge of appropriate Trade Shows, both established and newer. ▪ Understanding of working in/with NGOs or small charitable organisations.

	<ul style="list-style-type: none"> ▪ Understanding of customers' needs, being flexible and making necessary adaptations. ▪ Understanding of corporate identity and branding. ▪ Understanding of the marketplace and our competitors. 	<ul style="list-style-type: none"> ▪ Knowledge of animal testing regulations.
<p>Personal Attributes and Qualities:</p>	<ul style="list-style-type: none"> ▪ Highly responsive to personal KPIs and how these contribute to the overall success of the team. ▪ Excellent interpersonal skills, including the ability to take and follow instructions, work well within a team, build positive relationships with colleagues in different teams, senior management and external stakeholders. ▪ Strong organisational skills, with the ability to use your own initiative and manage your workload. ▪ Calmness under pressure. ▪ Target/results orientated. ▪ Confident and friendly manner. ▪ Discreet and confidential. ▪ Articulate, proactive and outgoing. ▪ Efficient, organised, reliable and effective. ▪ Approachable and adaptable, team player. ▪ Adhere to a vegan lifestyle for duration of employment. ▪ Willingness and ability to undertake appropriate training and development as required. 	