



Woodland Ways Ltd
Priory Marina
Barkers Lane
Bedford
MK41 9DJ
01234 351006

info@woodland-ways.co.uk

Job Description

Job Title: Sales and Marketing Manager

Location: Bedford or Derbyshire, with home working and travel

Salary: *Please submit your CV with Salary expectations*

Duration: Full Time Fixed Term Annual Contract Initially- Job Share accepted

Responsible to: Company Director

Date of creation: August 2016

JOB PURPOSE

The post holder will take a lead in business development activities by researching, developing, implementing and continually creating marketing opportunities, sales action plans and targets.

Working within the management team consisting of the Company Director, Head of Courses and the Retail Manager the post holder will fulfill the lead on developing sales and marketing across the company services relating to the delivery of UK based courses, overseas expeditions, online information provision, online retail and in store retail.

Such activities will include, but are not exclusive to, streamlining the marketing strategy, coordinating show attendance and sponsorship packages, developing an active social media presence, implementation of a youth campaign, print advertising, and partnership management.

The role is predominantly centre/office based however there is a commitment to provide

free access to training with our Bushcraft Courses for the right candidate. The role may also involve travel throughout the UK meeting and developing relationships with key partners.

The post requires a commitment to occasional weekend working and regular mid-week working as required and agreed in advance.

MAIN DUTIES AND RESPONSIBILITIES

1. Design and implementation of marketing and specific campaign strategies.
2. Design and implementation of sales targets and action plans
3. To develop relationships and explore new opportunities for shows/exhibitions.
4. Identifying and taking action on trends in relation to marketing and sales.
5. Forecasting and meeting sales targets and marketing budgets.
6. Working with the retail manager to evaluate merchandising, develop and deliver promotions and show retail action plans
7. To manage the new "Show representative" team
8. Defining market requirements and benchmarking our business
9. To take responsibility for the social media aspects of the business as part of the overall marketing strategy including but not exclusive to Facebook, Twitter, Google, You tube.
10. To manage our show attendance and profile
11. Management of the google adwords contract.
12. Management of a direct mail campaign.
13. To analyze and recommend the addition or removal of products and services
14. Management of the joint venture campaign.
15. Dealing with marketing queries over the telephone, in writing and via email.
16. To manage the existing and to develop new email databases.
17. To develop a robust CRM system
18. Responsibility to maintain a working knowledge of relevant legislation and industry standards.
19. To take responsibility for personal development, including research into Bushcraft & Survival topics.
20. To wear the designated Woodland Ways uniform at all times whilst representing the company.
21. To promote the responsible and sensitive use of the outdoor environment.

22. To ensure compliance with Health and Safety legislation, and to ensure the implementation of Risk Assessments.
23. All duties and responsibilities must be carried out with due regard to Woodland Ways Ltd.'s Health and Safety Policy, Equal Opportunities policy and Child Protection policy.
24. Duties which include processing of any personal data must be undertaken within the legal framework of the Data Protection Act.
25. At all times demonstrate a high degree of professionalism when representing (whether formally or informally) Woodland Ways Ltd.
26. Any other reasonable duties and responsibilities as required by the Company

Responsible for: Part time casual show representatives

Responsible to: Company Director

The role is designed to be flexible in its approach to working.

The core operating hours of The World of Bushcraft Centre offices are 09:30-16:30. It is envisaged that the successful applicant will work during these core hours with flexibility either side

* Although our main offices are Bedfordshire there is the chance to be based from our new retail store in Bakewell, Derbyshire. There is also scope for a certain degree of home working.

To apply for this position please submit your CV with Salary expectations to info@woodland-ways.co.uk.

Closing date for applications: 1st September 2017