

## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	<b>GROUP SALES &amp; MARKETING MANAGER</b>
<b>NAME OF JOB HOLDER:</b>	
<b>REPORTING TO:</b>	<b>MANAGING DIRECTOR</b>
<b>PRIMARY RESPONSIBILITIES:</b>	To service the MGUK Customer base in conjunction with the Sales Team. To nurture Customer growth whilst identifying, developing and closing sales against Company sales and profit targets. To manage Key accounts whilst leading the hunt for new business. To create, manage and deliver the MGUK Marketing Strategy.

### **SUMMARY OF DUTIES AND RESPONSIBILITIES MAY INCLUDE:**

1. Work closely with the Managing Director to ensure an effective Sales & Marketing strategy is developed and maintained, to deliver the sales growth and satisfaction levels required.
2. Work closely with the Managing Director to ensure Company Vision/Growth Strategy is delivered including technical advancements, ESG progression and marketing ROI.
3. Maximise the generation of profitable sales and exceed required sales/profit against targets.
4. Manage the customer relationships and expectations, building rapport at all stakeholder levels.
5. Leading by example, ensure the maintenance of Prospect and Customer data via the MGUK ERP/CRM system, including Account Strategy, Diary Activities and Account Information.
6. Strive to exceed all targets including customer satisfaction levels and marketing goals.
7. Contribute to Sales Targets and Marketing goals setting, including annual sales forecasting.
8. Liaise with operational colleagues to ensure that account execution is in line with Company Policy.

9. Ensure all negotiated pricing structures are in line with MGUK Company Pricing policy.
10. Manage the Marketing of MGUK and its Design Team including –
  - Concept, strategy, planning and implementation
  - Departmental priorities and responsibilities
  - Providing multi-channel content and direction
  - Multi-channel considerations including online, social, automation, outreach, onscreen, print, SEO and UX
  - Web, mobile APP and technical developments
11. Manage the Sales Team including but not limited to the National Account Managers, Sales & Account Managers –
  - Ensure that the Field Sales Team maximise time spent selling and that customers receive regular calls at a frequency relative to their size and potential in line with agreed Sales Strategy.
  - Ensure that Company Policy is adhered to including
    - Pricing, CRM Updates, Monitoring & Reporting
  - Ensure agreed Field Sales visits are completed with the Team and that sales strategy objectives are being completed.
  - Monitor the wider Customer base results vs targets and activity.
12. Embrace technology, working with a data first approach including departmental development and company improvement.
13. Ensure all post related and company policies including absence reporting, accident reporting and holiday scheduling are adhered to by all Team members.
14. At all times operate within Company policy.
15. Any other duties as assigned by the Directors.

Signed for and on behalf of Merton  
Group UK Limited.

Signed by employee – confirming that  
employee is in agreement with details  
as laid out in this job description and  
will carry out duties and responsibilities  
at all times.

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**Name:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Date:** \_\_\_\_\_

