**Job Code 155 SALES & MARKETING CO-ORDINATOR**

**Reporting to:**  Regional Sales Director

**Purpose:** Assist and support the Regional Sales Director and Field Sales Manager in the day to day running of the sales department and developments.

To co-ordinate marketing activity within the North West/North Wales region in line with the sales and marketing strategy.

**Achieving Results**

* Setting up of the sales developments throughout the region.
* Implementation of all marketing activity for the region.
* Co-ordinate and monitor daily, weekly and monthly reports.
* Provision of administrative support to enable the Sales Department to achieve targets.
* Assist the Regional Sales Manager in maintaining marketing budgets.

**Managing the Process**

* Co-ordinate and assist the Regional Sales Director and Field Sales Manager with setting up the developments in the North West Region in accordance with Lovell Partnerships marketing procedures.
* Assist with the distribution of marketing materials and stationery for all developments in the North West region.
* Assist the Regional Sales Director with the market appraisal process.
* Provide COINS support and training to site based Sales Advisors.
* Provide IT support to new and existing Sales Developments.
* Code and update CIM once Regional Sales Director and Field Sales Manager have signed off.
* Assist the Regional Sales Director and Field Sales Manager with marketing campaigns and strategies including weekly advertising, email campaigns, mailshots, website, exhibitions and social media.
* Collate, update and monitor the competition activity for the Region.
* Maintain and keep up to date sales office/development drawings and distribution.
* Provide up to date regional availability and price lists for all Lovell North West Developments.
* Co-ordinate the production process of all development brochures.
* Maintain and distribute marketing brochure stock levels for the regional sales office and developments.
* Co-ordinate and collate up to date visitor enquiries and details to provide to the Field Sales Manager
* Liaise with external media buyers, design agencies and signage contractors.
* Carry out clerical/administrative duties such as

Filing

Typing

Maintaining records and files

**Serving the Customer (Internal & External)**

* Assist the Sales Administrator by providing cover with completion statements, legal correspondence and queries on plot sales.
* Co-ordinate and liaise with other disciplines internal and external organisations who are involved in the setting up process of the regions sales developments.
* Monitoring and controlling all customer enquiries (verbal, email or website) and responding in a polite and professional manner.

**Delivering Quality**

* Maintain/update websites both Lovell and external.
* Maintain marketing materials in line with Lovell policies and procedures.
* Instructing and overseeing production of sales signage.
* Brief external agencies effectively to ensure consistency and quality in all marketing mediums to support Lovell brand guidelines.
* Manage and drive all marketing activity taking ownership for delivery.
* Requesting and ensuring that all required assets are correct and signed off by relevant disciplines prior to issue.
* Controlling communication and ensuring consistency.

**Technical Skills and Knowledge**

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| --- | --- | --- | --- |
|  | **Basic** | **Intermediate** | **Advanced** |
| Administration Skills |  |  |  |
| Organisation Skills |  |  |  |
| COINS Sales Workbench |  |  |  |
| Knowledge of Sales Process |  |  |  |
| Knowledge of Legal Sales Proceedings |  |  |  |
| Interpersonal Skills |  |  |  |
| Microsoft Word |  |  |  |
| Microsoft Excel |  |  |  |
| Microsoft PowerPoint |  |  |  |
| Microsoft Outlook |  |  |  |
| Able to work using own initiative |  |  |  |
| Communication Skills |  |  |  |
| Professional Telephone Manner |  |  |  |

**Training Matrix**

A training matrix for this role, which includes all the compulsory training which is required, is published on the People Development site INSITE. Full course descriptions explaining the content of these courses are also available on INSITE.