

Job Title: Sales and Marketing Executive

Location: Working from home in the area of Worcestershire, Herefordshire, Gloucestershire, Warwickshire, West Midlands

Salary: Salary circa £10,000-12,000, depending on experience.

Type: Part time 25 hours per week, school term time only + 10 additional days out of term time, 6 months Contract with a view to Permanent

Virtual Education Systems offers a bespoke education and training e-learning products such as The Sports Brain™, having served thousands of educators and students as part of their teaching, learning and assessment journey since 2011. We work with a variety of organisations within the education sector and are embarking on a journey to showcase our products far and wide.

We are part of the Virtual Active Group and sister company to Virtual Learning UK one of the largest training providers in the UK who have built much success from the innovative use of The Sports Brain™, working with a wide range of Education Institutions, professional industry and sports clubs.

Do you have a creative flair and an eye for detail?

Are you an excellent communicator who enjoys building relationships with others?

If so, Virtual Education Systems are seeking a Sales and Marketing Executive to develop and produce high quality, creative and innovative high-impact marketing campaigns to target organisations and individuals in defined market sectors as part of our business sales plan.

Closing date: 12 midday Monday 29th January 2018

Applications: Please submit a CV, and an introductory letter, stating your suitability for the role to info@vesystems.org

Interviews: Tuesday 6th February 2018

More information: info@vesystems.org

Key Responsibilities:

The Marketing Executive will develop and produce high quality, creative and innovative high-impact marketing campaigns to target organisations and individuals in defined market sectors as part of our business sales plan.

You will be working closely with the Directors, conducting focused research, creating and co-ordinating all marketing material, social media and PR as well as supporting specialist event and exhibition activity. Strong internal communication skills and the ability to manage partners is a core requirement.

The successful candidate will be expected to gain and maintain a working knowledge of the products we offer, as well as the sectors they operate in.

With a creative flair and energy to succeed, you will be attracted to this exciting opportunity where you can help shape the role and make a real impact in a rapidly evolving and fast paced business. Hands-on, energetic and creative, you must have good attention to detail. Knowledge of graphic packages such as Adobe Photoshop, Illustrator 2 and InDesign would be preferable but not necessary.

Key Requirements:**Essential**

- Communication and interpersonal skills - the confidence to sell your ideas
- Ability to interpret data and present a sound evaluation
- Energetic and the ability to use initiative and creativity to increase consumer engagement
- The capacity to work under pressure and to tight deadlines
- Good organisation and marketing planning skills
- Drive, motivation & enthusiasm to increase brand awareness
- Ability to be flexible
- Ability to manage allocated budget
- Ability to self manage and work as part of a team
- Influencing and negotiation skills
- Strong oral and written skills, good attention to detail
- Good commercial sense and business awareness
- Competent IT literacy skills

Desirable

- Track record of growing audiences through social media, such as Twitter, LinkedIn, Facebook, Instagram
- Experience of delivering a multichannel marketing strategies
- Degree or relevant industry recognised qualification

- Experience of IT software to include Adobe Photoshop & Illustrator
- Experience of website maintenance
- Experience and proven track record in Telesales

Candidates with the experience or relevant job titles of; Marketing Assistant, Marketing Executive, Marketing Administrator, Marketing Associate, Marketing Graduate, Marketing Officer, Communications Graduate, Social Media Executive, Marketing Analyst, B2C Marketing, Marketing Specialist, Digital Marketing Executive, Social Media Officer, Graduate Marketer, Marketing Co-ordinator, B2B Marketing, Marketing Manager, Sales and Marketing Assistant, Business Development Executive will also be considered for this role.