DOG FURIENDLY

SALES AND MARKETING MANAGER

JOB DESCRIPTION

SALES AND MARKETING MANAGER

Please note, you must be between the ages of 16 to 24 and on Universal Credit to apply for this Kickstart Scheme.

ABOUT US

Dog Furiendly is a travel platform for dog owners, listing places and events where dogs are welcome, including dog friendly accommodation, places to eat, things to do, dog services and events.

Our platform champions businesses and gives dog owners a community to share valued travel experiences. Dog owners can sign up for their own profile, leave reviews and take part in the community's regular dog walks and events.

We aims to empower and inspire dog owners to confidently plan the perfect trip with their furry companions and to allow dog friendly businesses to showcase their services and acquire new customers.

THE ROLE

With ambitious growth plans, this is an exciting time to join Dog Furiendly as a Sales and Marketing Manager. We are looking for a highly motivated individual, to join the 'pack, lead a small Marketing team and generate sales, while creating successful lead generation, sales delivery and marketing strategies.

The Sales and Marketing Manager will be responsible for bringing growth to Dog Furiendly by identifying opportunities, increasing the number of dog friendly places on the website while nurturing leads by increasing listing ownership and generating qualified sales opportunities.

KEY RESPONSIBILITIES

Our ideal candidate is highly motivated, an excellent communicator, with managerial experience. We're looking for someone who can work well within a cooperative and friendly team as well as being able to work on their own initiative.

- Generate sales through by increasing the number of businesses claiming listings and purchasing advertising packages.
- Approve user-submitted dog friendly listings and reviews.
- Manage and work with the Digital Marketing Assistant to develop and deliver marketing and social media activities to work towards the overall business objectives.
- Co-ordinate weekly meetings with the Digital Marketing Assistant and CEO to update on the delivery of Sales and Marketing
- Research and add dog friendly places to the website in the form of listings.
- Nurture and develop sales and lead generation opportunities, working with the broader team to fine-tune market messaging, sales collateral and tools
- Provide engaging and articulate information about Dog Furiendly's value proposition to potential customers.
- Maintain well organised, up-to-date and accurate sales information and refining our prospect targeting processes.
- Confidently prepare proposals for sales presentations and service demonstrations via webinars or face to face meetings;
- Meet personal targets and work towards Dog Furiendly's sales goals and profitability
- Interact professionally with potential customers to discover their business needs and develop a positive business relationship;
- Work closely within a small team and develop cooperative working relationships;
- Provide accurate and timely information as required for the CEO to present at monthly board meetings;
- Develop a strong knowledge of Dog Furiendly's services in order to facilitate the sales process
- Understand how the benefits of Dog Furiendly's services can meet customer's needs in various business verticals;

ESSENTIAL SKILLS, EXPERIENCE AND QUALIFICATIONS

- Work experience in sales and marketing, business administration desirable.
- Experience in managing a team desirable
- An affinity for the work of Dog Furiendly, a passion for dogs and motivation to help achieve the overall mission and vision.
- Competent IT skills with a working knowledge of Google programs and social media tools
- Good communication skills in both verbal and written communications.
- A positive attitude, the ability and motivation to self-manage, work on your own tasks as well as contribute effectively as a team member.
- Excellent listening, negotiation and presentation abilities
- Confident, enthusiastic and approachable with a creative outlook.
- A customer service person with a can-do attitude, self-motivated and driven

HOW TO APPLY

Fill out the application form included in the application pack or fill in the online application form. Both are available here: dogfuriendly.com/careers/sales-and-marketing-manager/

Applications will only be accepted in the form of an application forms. CV's will not be accepted.

- Send your completed application form by email to woof@dogfuriendly.com by the deadline of 11pm on 16th April 2021. Late applications will not be accepted.
- Please title your application documents with your name and note that we can only accept documents in word format.