



Sales & Marketing Assistant

The Role

As a growing business, we're now looking to grow our team to support all of the exciting and ambitious plans we have in place. We're a small team in desperate need for some extra hands to provide support in a range of business areas. You'll report to our Head of Sales and Directors, meaning there is a high level of responsibility in this role for you.

Primarily, you'll take over all of the day-to-day marketing activities. All the social media work, email marketing and analysis required will be your responsibility. You'll manage customer information, put together reports and support us in the opening of new accounts, and in the successful management of accounts around the world. You might have to manage particular accounts and be responsible for communication with these customers via email, phone or face-to-face. You'll also support the growth of our online sales, an area of our business that is growing rapidly every year. There will also be other opportunities including working away at exhibitions, as well as other tasks that you may be asked to assist with.

One of the most exciting parts of this role is purely that being part of a small, but growing team, your input will count and we embrace a creative attitude. If you have ideas for any product enhancement or anything new, then our factory is on the same site any idea can be tested simply by going downstairs. We'll even teach you how to make a shoe so you're fully aware of what goes into the making of the shoes you'll be helping us sell.

Details of key responsibilities are outlined below. To succeed in these areas, a willingness to learn and work hard is essential, as well as the ability to work in a fast-paced and dynamic environment. With the vast majority of our business being international, fluency in any foreign language would be an excellent asset to any application. If you feel as though you have these qualities, then please read more and we look forward to hearing from you!

Main Responsibilities

- Responsible for all social media channels used (Facebook/Instagram/Twitter) and grow presence on new channels.
- Email marketing – plan and execute campaigns to retail and wholesale mailing lists. Responsible for the online blog too.
- All other marketing – working on promotions with sponsored dancers, new products and promoting our supply of Strictly Come Dancing etc.
- Analysing product sales – reporting on bestsellers, sales into regions etc.
- Supporting the wholesale business (research, communications, invoicing, account management etc.)
- Managing contact lists/customer databases.
- Work at exhibitions to meet clients, work on promotions etc.
- To help create and maintain a supplier/components database.
- Help design and develop new products, source new materials and source new components.
- Assist the Head of Sales, Directors & Company Secretary on ad hoc projects and tasks.
- Provide support to other areas of the business when required.
- May be required to provide support to administrative duties such as order processing, processing production tickets, filing etc.
- Other opportunities within the business may also be presented to you as you learn and develop within the business.

The Person

Technical Skills

- Experience in sales and online marketing.
- An interest in fashion and footwear is important, with experience in the industry desirable but not essential.
- GCSE's & A-Levels (or equivalent) are essential, and a degree is desirable.
- Languages are highly desirable as 80% of our business is overseas.
- IT Skills (Excel in particular) are essential.
- A UK full driving license is also desirable.

Personal Profile

- Strong organisation, communication and administrative skills.
- Works well within a team and is trustworthy, open and honest.
- Willing to learn new roles and adapt as well as a self-starter who can work unsupervised.
- Motivated by working within a demanding, pressurised environment.
- An eye for detail.
- Presentable, with a sense of humour, interpersonal skills and great customer service skills.
- An interest in our brand and products at interview stage is certainly appreciated.
- Willing to work on some weekends.

How to Apply | Should you wish to apply for this role, please forward your CV and a covering letter, highlighting the role that you are applying for in the Subject, to careers@internationaldanceshoes.com.