



FastStats[™]
Marketing Data Analysis & Automation Software

Business Development and Marketing Executive - Job & Person Specification

The company

Overview

Apteco is a very successful private Ltd company specialising in software development of Marketing Data Analysis and Campaign Management tools. Based in Warwick for many years we produce a specialist range of products called FastStats. We only sell FastStats through a partner network which has been developed over many years and now totals 54. These partners are mainly in the UK but we also have partners in Europe, Australia and North America. The business has been very successful and as a result we are recruiting for several positions.

Culture

Nobody has ever left Apteco. Don't be frightened it is just a great place to work. The company is run with employees at the forefront of the decision making process. We have a unique culture which enables us to work very closely together. We only employ people that we feel will flourish in our business. Employees are very well rewarded by the success of the company.

Role

Overview

Our client facing staff play an essential role in developing relationships with our partner network. The candidate will be required to make a significant contribution to developing relationships between Apteco, new/existing/potential partners, users and suppliers. The successful candidate will be responsible for presenting a professional and approachable image as a company representative (answering phones, responding to email, meeting and greeting customers).

The position requires a competent writer, who will be creating web and marketing content to fulfil the aims and objectives of our marketing strategy.

Responsibilities

Developing positive client relationships

The most important responsibility of the Business Development and Marketing Executive is to support the Business Development Team in developing and maintaining professional and productive relationships with both new and existing partners – from answering the phones and handling initial enquiries to aiding partners with quotations and responding to queries.

As our first point of contact, it is essential that our Business Development and Marketing Executive is able to recognise enquiries and to be able to handle those calls and emails professionally. Comprehensive training on our products and services will be provided in order to facilitate this.



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Business Development support

The Business Development and Marketing Executive will provide an important back-up role to our Business Development Team that includes the Marketing Manager and the Managing Director as well as The Business Development Manager. This will include meeting customers, effective handling of telephone enquiries, timely response to incoming emails, helping to manage opportunity follow up, assisting our partners in creating proposals and providing them with resources such as Sales materials. There will also be occasion to accompany members of the team on customer visits and (at a later stage) having face to face meetings with customers on their own.

Assist in implementing marketing communications

The Business Development and Marketing Executive will provide essential back up for the marketing activities of the company. This involves working with partners to record opportunities and monitor progress, maintaining the company's contact database, working with our agencies to update, create and write copy for marketing materials, including web content, case studies and press releases.

Assist in planning, organising and executing events

The Business Development and Marketing Executive will get involved in organising business development events, including exhibitions and the company's annual user conference, which attracts over 230 delegates from partner and end client organisations. Support will be required before, during and after each event and will include administration, planning, lead distribution to partners and ongoing follow up.

General administration

The Business Development and Marketing Executive will be required to carry out general office administration duties which ensure the ongoing smooth running of the business and upkeep of our professional image to our customers. As with all employees this includes (but is not limited to) keeping your own workspace as well as the office meeting spaces tidy, photocopying, ensuring that levels of stationery and marketing materials are maintained.

Person

Highly personable, the successful candidate will be capable of building and developing professional working relationships.

- You will be an effective communicator, in person, on the telephone and in writing.
- You will have excellent customer service skills and should be able to build rapport with people across various backgrounds, sectors and at all levels.
- You will have an interest in sales and marketing, with a genuine desire to increase your knowledge of and increase your skills within these disciplines.
- You should be enthusiastic, flexible, have a keen eye for detail, reliable, capable of working alone and as part of a team to contribute to the success of the company.

Future prospects

We have ambitious plans for the future of Apteco and anticipate that all team members will be part of those plans for years to come. The company believes in a sensible pace of growth that can be managed well and sustainable for the long term benefit of the employees.



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Skills and Qualifications

First or upper-second Bachelors degree with honours in a business related or marketing subject. Qualification to CIM/IDM Diploma level would be an advantage.

Customer Service

Deliver appropriate level of telephone/email/face to face client contact.

Develop professional and productive working relationships with partner contacts and maintain excellent relations.

Ensure all actions are delivered on time and as agreed.

Seek to exceed client expectations.

Build trust and rapport with client contacts.

Strictly maintain client confidentiality.

Client Handling

Plan and prepare client meetings.

Ability to write accurate written material to clients and colleagues.

Look after client complaints/queries as they arise and respond immediately to achieve a satisfactory conclusion.

Marketing

Co-ordinate strategic action plans with the business development team.

Confidence and willingness to learn about Apteco's products and communicate enthusiastically to new/existing/prospective partners.

Willingness to meet and exceed the company's goals.

Ability to create quotations alongside the BD team.

Excellent writing skills to deliver high quality content for various marketing materials.

Mature, comfortable and credible in dealing with all customer contacts, including senior corporate executives.

Good understanding of the principles of marketing (both online and offline), advertising and design.

An understanding of Google Adwords and Google Analytics would be an advantage.

Appearance

Professional and appropriate

Interpersonal Skills

Excellent face-to-face and telephone communicator



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Time Management & Organisation

Accurate timekeeping

Good organisational skills

Tidy, organised

Ability to prioritise

Correct and appropriate use of office systems

Attitude

Honest

Fair

Outgoing

Personable

Approachable

Focussed

Organised

Self Driven

Honest ;-)

Flexibility

Able to work in a flexible manner

Ability to prioritise workload and willingness to move workload around as priority demands

Relationship with management

Honesty and openness

Willingness to learn and help

Support for objectives

Be reliable and trustworthy

Computer Skills

Excellent Windows computer skills are required for this role. Being proficient in the latest versions of Microsoft Word, Microsoft Outlook, Microsoft Excel, Microsoft PowerPoint is essential.

Ability to learn new software systems quickly.

Experience with web site Content Management Systems would be an advantage.

An interest in software and computing would also be an advantage in understanding Apteco's products.



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Salary: £20K-£25k + Pension + Excellent bonus structure for the right candidate

Working hours: Full time; permanent. Flexible approach to work/life demands.

Start Date: As soon as possible

Holiday entitlement: 25 days plus bank holidays

Reports to: Business Development Manager

How to apply

Please submit your application by email in the first instance to jobs@apteco.com noting that you wish to apply for the “Business Development and Marketing Executive” role. Please attach your CV and state your current salary, your notice period and describe briefly what skills you would bring to the role. If you are successful in the first assessment, you will be invited for an in depth interview. Applicants must be eligible to work permanently in the UK. No agencies, thank you.