

JOB DESCRIPTION – Sales & Marketing Executive

Grade: 2
Reports to: Marketing & Communications Manager jobs@generalandmedical.com

THE ROLE

We are looking for a Sales and Marketing Executive with experience in lead generation, dealing with initial enquiries from potential clients, as well as possessing a passion for driving business interest in our Company. The position will require determination and an ability to organise a schedule to promote the range of products that we have available.

You will demonstrate excellent communication skills whilst engaging with potential clients, helping to develop and manage a marketing strategy that supports organisational goals around brand awareness, traffic growth and customer acquisition and retention.

This is a great opportunity to apply your expertise to add value to this fast-growing business and work across multiple channels as part of our growing sales and marketing team.

MAIN DUTIES AND RESPONSIBILITIES OF THE POST

- Supports all sales and marketing initiatives to drive traffic, engagements and leads that deliver sales and customer retention.
- Collaborates across functions to deliver an effective marketing and sales strategy to meet the business objectives.
- This role requires someone at ease during verbal client engagement in order to optimise the path to conversion.
- Development of a consistent approach to potential clients with our brand voice, style and tone.
- Maintenance of organisational database to track progress of leads.
- Development and management of all processes to ensure that interest is appropriately managed through to next level.
- Integration of marketing plans with brand campaigns to drive brand to demand.
- Establish yourself as an effective business person with sales/marketing skills to work effectively as a member of the Team.
- Develop an understanding of how the functions of the role interlink throughout the business and impact on others.
- Effective data protection measures throughout the role.

Personal performance, conduct and development

Meet targets and take responsibility for own performance:

Remain abreast of current services offered by the company and be aware of changes to legislation by the Financial Conduct Authority (FCA). Cascade any information / changes in legislation to work colleagues.

Work in Accordance with the company policies and procedures:

Be aware of and adhere to Company policies and procedures. Work in a way that meets the statutory requirements of employees under Health and Safety at Work. Take action, in conjunction with the HR Manager, where breaches have occurred.

Flexibility and Team Work:

Work flexibly as part of a team to meet the need of the services provided by the Company. Value each team member's contribution and help colleagues to the best of their abilities.

Professionalism:

Set a good example to other staff in attitude to work and general working practices. Deal with all colleagues in a professional manner. Maintain a professional working relationship with direct reports in order that there is no issue in dealing with any unacceptable performance and/or conduct.

Additional: You may be asked to carry out tasks that are in addition to those listed in the Job Description where required and within your capabilities.

What You Can Expect From Us

- 20K Salary dependant on experience
- Access to Pension Scheme
- Sick Pay and Attendance Bonus
- Great Annual Leave Benefit
- Free Worldwide Multi Trip Travel Cover and discounted rate for family members
- Cash benefits linked to Personal Accident, Life Cover and Critical Illness
- Employee Rewards Scheme
- Commitment to Employee Learning and Development
- Access to Wellbeing Services and Discount Scheme
- Free tea, coffee and fresh fruit
- Free Parking available in Public Area
- Friendly working environment in Peterborough, convenient location close to the A1



Please read the following Personal Specification and if this looks like the opportunity you've been waiting for then send your CV through to jobs@generalandmedical.com

Person Specification

Category	Requirements
Experience	<ul style="list-style-type: none">• Dealing with clients by telephone• Previous work in Sales or Marketing <p>These requirements are Essential for this post</p>
Knowledge	<ul style="list-style-type: none">• Understanding of the Financial Ombudsmen Services• Knowledge of Data Protection
Skills and Ability	<ul style="list-style-type: none">• Meet work Targets• Excellent communication skills• Forms positive working relationships with colleagues• Works as part of a team and can remain positive• Can organise priorities and self-motivate• Ability to record work accurately• Write and prepare correspondence effectively• Understand and maintain confidentiality• Ability to work independently and use own initiative• Problem solving and decision making ability• Good Microsoft Office Skills
Personal Attributes	<ul style="list-style-type: none">• Works well under pressure and determination to deliver and achieve• Creative and strategic thinker who can offer new ideas• Professionalism demonstrated at all levels and all times• Flexible approach to adapt, overcome and succeed within the scope of the Job Description• Empathise and remain sensitive to the circumstances• Commitment to personal development and learning• Ability to organise and follow through with tasks

About Us

General & Medical Limited is an international insurance company with links to Lloyds of London. As a leading broker, we strive for excellence in the provision of financial and health insurance services to professionals and businesses on a global level.

Our greatest strength is our people – professional, driven yet grounded and fun to work with. If our culture sounds like a good fit for you and you want to be part of our exciting journey then please send a copy of your CV and covering letter to jobs@generalandmedical.com