



Job Role Profile

Job Title: Sales and Marketing Representative
Responsible to: CMT Team Leader
Responsible for: NA

Job purpose

To contribute to the implementation of Pia's sales and marketing strategy working with the Customer Management Team (CMT).

Specifically the Sales and Marketing Representative will:

- Review, update and implement Pia's standard operating procedures (SOP) to ensure that Pia achieves the ISO9001 Quality Management Systems.
- Provide an excellent and professional customer experience to existing and future customers
- Promote the work of Pia and its products to generate new business and to maintain its reputation of being the UK's leading independent accessible format provider
- Co-operate with Customer Management Team colleagues to review and implement Pia's sales and marketing strategy

Accountabilities

- Work in collaboration with the CMT and assist with the implementation of relevant and regular sales and marketing activities
- Continuously review and update Pia's SOP, working with colleagues across Pia to develop new and existing procedures with the aim to achieve and maintain ISO9001 Quality Management Systems

- Maintain and establish a rapport with potential and current customers to attract and retain business
- Keep an up to date record of all marketing data in line with data protection requirements
- Consistently demonstrate confidentiality and discretion when dealing with internal and external customers
- Work in collaboration with the CMT Team Leader to regularly update Pia's social media channels
- Promote the values of Pia and demonstrate the highest level of commitment to equalities
- Promote and adhere to all company Health & Safety policies & procedures
- To undertake any other reasonable duties required to meet the needs of the business

Behaviours

- Adhere to Pia's values of quality, integrity and care
- Sense of humour
- Take personal responsibility
- Take pride in high quality work
- Contribute to an atmosphere of professionalism and mutual support
- Respond positively and creatively to setbacks
- Show integrity, fairness and consistency in decision making
- Treat individuals with respect and uphold their rights
- Act with a sense of common purpose
- Respond to colleagues with enthusiasm and commitment
- Make appropriate information available promptly
- Make time to support colleagues
- Recognise and value the contribution of colleagues
- Always remember Pia's Promise

Knowledge / skills / experience	
Essential	<ul style="list-style-type: none"> • Good written and oral communication skills • The ability to deal with customers face-to-face, over the phone and via email • Ability to multi-task • Ability to work flexibly • Being able to work in a team • Willingness to learn new skills • Ability to organise and prioritise work independently in a fast-paced environment • Knowledge/experience of customer management • Knowledge/experience of Microsoft Office, and general IT Literacy • Experience in Data Management Software • Appreciation of Data Protection principles • Making decisions and problem-solving • Knowledge of social media interfaces
Desirable	<ul style="list-style-type: none"> • Ability to speak and write Welsh • Knowledge of alternative formats • Willingness to undertake/contribute to projects in line with skills and interests