



## Sales & Marketing Administrator

June  
2021

<b>Job Title:</b>	<b>Sales &amp; Marketing Administrator</b>
<b>Reporting to:</b>	<b>Commercial Manager</b>
<b>Responsible for:</b>	<b>Sales support and outbound marketing activity</b>
<b>Location:</b>	<b>Anywhere</b>
<b>Full time or part time:</b>	<b>Full Time</b>
<b>Salary:</b>	<b>£23-£25,000</b>

PBS International exists to help plant breeders and seed producers develop new varieties to make agriculture more sustainable, resilient and productive.

We are a close knit and energetic team with an international outlook and a passion for plants and science. We have a strong desire to grow that is currently limited by the rate at which we can execute on our plans. This role will help us overcome this limitation.

### Job Purpose

To support sales and marketing strategy by ensuring that sales and marketing activities are developed and executed to an extremely high standard, in line with our well-established brand.

### Key responsibilities:

This role is intended to ensure that sales and marketing activities are developed and carried out to help us achieve the overall objectives of the company. This includes

- ✓ Creating engaging internationally-relevant social media strategy and posts: planning & executing communication campaigns
- ✓ Developing & actioning campaigns across all channels and media to target specific market sectors
- ✓ Tracking and summarising statistics to explain what's working (or not!) and why

**Direct contact with customers from around the world will also be required including:**

- ✓ After-sales follow up to assess satisfaction, better understand customer context and feed this back into the team
- ✓ Dealing with customer enquiries & providing relevant, targeted information & quotes.
- ✓ Maintaining & update customer database and CRM system
- ✓ Writing copy for marketing, website, leaflets, eshots etc

**This is a role that will suit someone proactive who can devise and present ideas for such activities as:**

- ✓ Organising and promoting interesting content activities
- ✓ Researching and seeking out opportunities through sector research
- ✓ Input to development of sales toolkit.



## Colleagues you will work alongside:

- Commercial Manager (sales, marketing)
- Office Manager (smooth company administration)
- Export Administrator (sales administration, shipping orders)
- Graphic design & marketing consultants

## Core Requirements:

- Excellent written and spoken English.
- Communication skills
- Networking ability
- Organisation and planning skills
- Creativity and an eye for design

## Other aspects of the role, and desirable characteristics

- Must work with and obtain commitment / cooperation from a wide range of parties, from in-house production teams to academics, customers and suppliers
- As part of a small team, it is expected that all team members will “muck in” to get work done, even if not formally part of their job spec.
- Must be able to solve problems creatively
- International experience or strong second language skills are a bonus.

## Would suit someone who:

- Curious
- Resilient
- Engaging
- Collaborative
- Resourceful
- Communicative

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If you think you would be a good candidate, please send your CV and a letter explaining why you'd be a good fit, to [enquiries@pbsinternational.com](mailto:enquiries@pbsinternational.com)

**+44 (0)1723 587 231**

**[sales@pbsinternational.com](mailto:sales@pbsinternational.com)**

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