



Sales & Marketing Coordinator

Why Join Climalife?

You want to work for a company where you feel you can make a difference, you want to be valued, you want to feel part of a great team, you want to work in an environment where you can be yourself – that's who we're hiring after all.

The Good Stuff you get for working hard:

- Competitive salary
- Income protection
- 5% employer pension contributions
- Group Life Assurance
- Optional Private Medical Insurance
- Free counselling and occupational health services
- 25 days holiday a year plus all Bank Holidays
- Annual performance bonus. If we have a great year, we pass the rewards onto every single member of the team

About Us

We are a distributor of Climatic Performance Chemicals and Industrial liquids/gases serving a wide range of industries. We have been trading in the UK for over 25 years and are a subsidiary of a European group with a turnover of more than €250m. We are well respected within the industry for our technical expertise and product support services.

We manage our business with a small dynamic team based in our office in Bristol, supported by an external team of sales representatives. We are recruiting for a Sales & Marketing Coordinator to support its Sales & Marketing Departments.

The Role

You will split your time 50/50 between Sales and Marketing to support our Sales Managers and our Marketing Manager. You will report to our Marketing Manager.

On the sales side you will support the sales team in attaining monthly and annual targets through writing, contract development and effective communication with new and existing clients, distributors and suppliers.

You'll be one of the first points of contact for new or potential customers so a high level of customer service is required, and you will need the knowledge and skills to deal with queries regarding products.

On the Marketing side you will support the Marketing Manager on the delivery of the marketing communication plan for the UK within specified business targets. You will need to be hard working and proactive, with big ideas and a creative eye, as well as having excellent written English and experience in seeing multiple campaigns / projects through to fruition.



Responsibilities we'll trust you with include:

- A key link between the sales and marketing functions to ensure a collaborative approach to our activity.
- Build strong business relationships both internally and externally.
- Liaise with other departments to provide the best solutions to our customers.
- Produce reports on sales progress and highlight any areas which could be improved.
- Prepare and follow up sales quotes.
- Assist with generating new leads for new and existing customers.
- Be a first point of contact for customers and provide after-sales support when requested.
- Maintain information held on the CRM system and marketing databases.
- Provide an exceptional level of professionalism and customer service, by phone / email / online.
- Prepare and maintain accurate filing of technical product information.
- Assist in the preparation and organising of promotional material such as social media graphics, case studies, videos, infographics, articles, brochures, blogs and advertisements.
- Create, implement and coordinate some social media content and campaigns through various social channels and monitor results.
- Monitor competitor marketing activity.
- Assisting with updates to the website to improve SEO and organic traffic and make sure it is optimised for the needs of customers.
- Assist with the organisation of large events, exhibitions and webinars. Will include some travel and overnight stays.
- Proof reading and translations to English.
- Maintaining and updating post-campaign review results, including group reporting documents.
- Preparation of customer mailings and email newsletters, including performance evaluation.
- Monitoring the UK mailbox.
- Look for ways to improve the sales process and administration processes to make it easier from an internal perspective and provide the best service to customers.
- Look ahead and see the bigger picture in relation to sales and marketing activities to try and be one step ahead.
- Being the first point of contact in Marketing Manager's absence

How you will make an impact:

- Helping drive our organisation forwards in the pursuit of becoming recognised as the flammable product experts and light blue is the industry choice.
- Working in harmony with our team to ensure excellent customer experiences internally and externally.
- Taking responsibility for your own training and development, that way you can make the biggest impact!
- We need you! New projects and developments are always on the horizon and so we're always looking for someone who can contribute to our growth.



- Drive forwards our vision by working with colleagues across all our departments, we're always looking to share knowledge and resources.
- Making decisions and driving outcomes that push us towards our strategic goals.
- Always behaving and making decisions with the company's best interest in your mind.
- Collect sales data and information to carry out studies on the ranges of products/services/markets in order to keep us ahead of the game.
- Participate in drafting sales external communication for promotional purposes
- You will provide ad hoc assistance to the Marketing Manager & Head of Sales to allow them to focus on the bigger picture and strategic alignment to company goals.
- Participate in the drafting / updating of marketing materials for products / services (Brochures, stickers, etc) as well as sales materials.
- Administer, search for, gather and process qualitative and quantitative information from various sources by conducting market research, focusing on products prices availability and sales actions.
- Up sell to our existing customers, generating us more revenue and customer support.
- Liaise with Sales Managers to share leads/knowledge.
- A team player with high level of dedication.

To be effective in this role, you need the following experience:

- Highly organised, able to multi-task and a good problem-solver
- Excellent customer service skills & confidence dealing with customers
- Fluent in English, with good use of grammar, and possess excellent verbal and written communication skills.
- Computer literate – Microsoft Office 365 knowledge is essential, in particular Excel.
- Strong ability to build relationships with internal and external stakeholders.
- Good level of accuracy and attention to detail.
- Some junior level of marketing experience would be an advantage.
- Experience in sales is desirable but not essential; experience as a sales coordinator or in other administrative positions will be considered a plus.
- Good time management and some analytical skills.
- A qualification in Business or Marketing would be an advantage but not essential.
- iMovie (or similar) video editing skills.
- Experience in editing websites (back office admin) would be an advantage but not essential.
- Research / Copywriting / Proof reading technical articles, blogs, social media content, for example.
- Some basic design skills and experience of putting this into practice.

We've got some core values that run through everything we do, and we'd love it if they resonate with you too!

Our Values:

- **Customer Focus** - We are committed to putting our customers' needs first, understanding them, providing great customer service, and growing our business together.
- **Teamwork** – We work together to meet the needs of our customers and help the company succeed.
- **Respect** - We respect our customers, colleagues, and our environment.



- **Commitment** – We have a commitment and determination to always do the best we can.
- **Caring** – We care for our customers and colleagues; we are kind, we support each other, and we can trust one another.
- **Passion** - We have passion for our work and aim to get the details right every time.
- **Expertise** – We are experts in our field and are continually growing and learning.
- **Honesty** – We are great communicators, open and honest, and always act with integrity.

We want to share our experience and expertise to all so that our customers and our people feel empowered to make the right decisions for themselves and their businesses to achieve their goals.

Why do we do all this? Because we care for our:

- Customers
- People
- Products
- Planet

This is the job for you if you...

- Care
- Are personable
- Are self-motivated, capable of working independently and as part of a team
- Can adapt to changes thrown your way and be innovative to meet team goals
- You drive positive change, but more importantly, you consistently deliver great results

This role is based at our Head office in North Bristol with some flexibility to work from home.

Salary range £21,500-£26,500 dependant on experience

Working hours: 8:30am – 16:30pm Monday to Friday.

Recruiting Manager: Mel Summers

Closing date: 12th April 2022

If you have any questions regarding this role, please contact Hannah Morley hmorley@climalife.dehon.com who will be happy to help.