

JOB PROFILE			
JOB INFORMATION			
Job Profile Name	Business Development and Marketing Executive	Location	Office
Supervises ≥ 1 direct report?	☐ Yes ☒ No	Position Reports to	Sales & Marketing Director
Date Created	4/1/2019	Date Revised	4/1/2019
Overtime Eligible?	☐ Yes ☒ No		
PURPOSE OF THE ROLE			
To support the Directors and management team in the planning, delivery and communication of all business development to deliver growth within the organisation.			
KPI MEASURES			
Sales Profit Positive social media impact & public relations Number of bookings made direct from marketing campaigns Customer Experience Score			
% OF TIME (optional)	DUTIES AND RESPONSIBILITIES		
20%	- Supports delivery of the operational objectives and plan for the company, within the budget set - Works collaboratively with the MD, Sales & Marketing Director and management team to develop commercial opportunities across the range of activities and areas on the estate - Continuously looks to improve efficiency and effectiveness of both processes and team		
60%	- Drive business growth for the organization by identifying and exploring new business opportunities and deepen existing accounts - Identify, develop and manage the growth of indoor and outdoor events - Designs and develop and delivers the operational plan for all on-line and off-line marketing activity and campaigns - Continually monitor and update the company website – develop new content and remove out of date content and/or links as required including SEO and Social Media accounts daily - Plan and create print adverts and creative content for website, blog, print and social media including but not limited to Facebook and Google Ads to promote core business activity on the estate - Liaises with the estate team to create copy and content as required for all communication channels - Organize presentations, press familiarization trips and customer visits - Monitoring and analyzing commercial sales data to drive business growth - Keep up to date with industry data and trends - Complete all industry and market intelligence surveys - Keeps the marketing database up-to-date by inputting new data, updating old records and ensuring GDPR compliant - Communicates with customers and suppliers directly, utilizing appropriate channels		

	• Create and distribute internal company newsletters to keep staff updated • Analyses and monitors media coverage • Be the point of contact for all third-party tourism organizations such as Visit Aberdeenshire, Visit Cairngorms and Visit Scotland and others • Work collaboratively with the sales and marketing team to assist in promoting events and ensuring all material is up to date • Generates leads through phone calls, emails and face to face interactions • Prepare 3 monthly digital marketing content plans and schedule activity • Analyze and investigate price, demand and competition for sales activities • Be an on-call representative for crisis communication and PR • Carries out any other reasonable tasks as directed by the MD/Owner to meet the needs of the business
15%	• Works to budgets • Analyses the cost/benefit of commercial activities
5%	• Delivers compliance against all relevant health and safety, environmental and general and fire risk assessment recommendations relating to their areas
EXPERIENCE	
Education & Any Certifications Required	• Business qualification desirable • Social media qualifications desirable
Year(s) of Experience & Background	• Proven record of business development • Experience of working in a small to medium size business • Wide experience in social media with demonstrated results • Experience in digital marketing across a number of platforms with demonstrated results • Experience of Public Relations
Functional & Technical Competencies	• Excellent digital skills: social media networks, Microsoft Office Suites, Publisher, Word, Excel, PowerPoint • Experience of managing a website and using a Content Management System (preferably Craft) • Experience of a wide variety of analytics including Google Analytics and Mailchimp • Understanding of current online business concepts, strategy and best practice
Personal Qualities & Characteristics	• A passion for the Scottish countryside and rural business • Excellent written and oral communication skills • Excellent customer service skills (both internally and externally) • Excellent time management and multi-tasking skills • Analytical skills, attention to detail • Creative outlook and approach • Ability to work under pressure, with flexibility and to tight deadlines • Self-starter with incredible initiative and a drive to succeed • Team working and collaboration • Strong and creative presentation skills • Willing to learn on the job and develop new skills
ADDITIONAL POSITION DUTIES AND RESPONSIBILITIES	
Click here to enter text.	

PHYSICAL REQUIREMENTS

The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Strength Requirements	☒ There are no lifting requirements for this position. ☐ This position requires the ability to lift and/or move up to Choose an item. pounds with the following frequency: ☐ Regularly ☐ Frequently ☐ Occasionally ☐ Other: Click here to enter text.
Movement Requirements	☐ Standing for prolonged periods ☐ Stooping ☐ Reaching ☐ Climbing ☐ Kneeling or crouching ☐ Handling ☐ Balancing ☐ Crawling ☐ Feeling ☐ Other: Click here to enter text.
Auditory & Vision Requirements	☐ Working in a loud environment ☒ Working on a computer ☐ Visually judge distances or read from a distance ☐ Speaking publicly ☐ Other: Click here to enter text.
Environmental Working Conditions	☐ Loud Noise ☒ Extended hours working at a computer ☐ Confined space ☐ Moving objects/equipment ☐ Other: Click here to enter text.
Equipment Used	☒ Computer / Sales Register ☐ Forklift / pallet jack ☐ Other: Click here to enter text.