



Job Title **Marketing Communications and Sales Manager**
Salary £28,000 - 32,000 pro rata
Hours 15 – 22.5 hours a week (to be agreed with preferred candidate)

We actively welcome and encourage applications from people with diverse backgrounds – if you need any accommodations to enable you to apply please contact us.

About the role Following a rapid, organic growth we are now seeking to bring a dedicated marketing and sales professional into our team.

You will work with our CEO to design and deliver marketing and communications campaigns that lead to new qualified leads, and ultimately new customers. You will be creative and able to use a wide range of channels to market our products and services and convert enquiries into sales.

Samtaler is known as a thought leader in the increasingly important field of Social Value so we also want you to help amplify our voice, ensuring that we are heard in the right places to help spread the word that purposeful businesses who create social value for all their stakeholders are ultimately more profitable.

Responsibilities This is a new role so you will have the opportunity to help shape it but we anticipate the key functions will include:

- Design and deliver communication and sales strategies to promote Samtaler and our individual products and services.
- Manage our social media presence including content creation and scheduling, and advising on strategy for organic and paid content and optimised SEO content.
- Evaluation and measurement of impact of marketing activity
- Update and manage our website.
- Produce our ‘Social Value Files’ and ‘Five Minutes With’ newsletters, including co-writing original content.
- Use a CRM system to manage and drive sales process from generating leads to tracking them and nurturing relationships, holding initial conversations, recommending solutions and securing client.

- Market research to develop new marketing and sales opportunities
- Support account managers to manage and maintain ongoing client relationships.
- Communicating with a range of stakeholders including clients, potential clients, partners to help us build positive and mutually beneficial relationships. This might include delivering presentations, drafting marketing emails, interviewing thought leaders, and creating information summaries or reports.

Criteria

- A strong track record of B2B sales and marketing experience (particularly selling services) and good knowledge of the marketing industry, in particular social media, content marketing and influencing thought leaders.
- Self starter who is able to work independently, you will enjoy driving change and delivering results in a fast-paced entrepreneurial environment and be passionate about your contribution to the overall business.
- Flexible, resilient and adaptable – you will not be phased if things don't go your way or if projects are out with your normal skill set.
- Strong interest in social value and/or business for good
- Competent in a range of digital communication and project management tools including Weebly, Teams, Hubspot, Hootsuite, Trello (some training will be provided)
- A good eye for design; able to use tools like Adobe Creative and Canva to create a wide range of sales material.
- Excellent writing skills; copywriting experience would be an advantage.
- A good communicator; 'Samtaler' means conversations and communication is key for us. We are looking for someone with strong people skills who is comfortable picking up the phone to potential clients and holding effective face to face meetings.

About Us

ESG, CSR, Sustainability, Diversity, Social Value, SROI - whatever you call it, it's clear that organisations across the world, from public sector procurers to multinational corporations, are being asked by their customers to do more to not only minimise the negative impact of their operations, but to **create** meaningful social value which benefits the communities they operate in.

Thriving profitable businesses are at the heart of our communities. And

creating social value should be good for business - making money and doing the right thing aren't mutually exclusive.

Samtaler is a small but growing boutique social value agency. That means we help large complex organisations create profit through purpose, to create social as well as economic value. This support is practical, from helping our clients shape their social value offer for bids and proposals to training their teams and helping them to assess and improve their impact through ongoing management and strategic support.

Our clients include Oracle, KBR, Vattenfall and a number of public sector organisations who are actively seeking to create social value in the way they do business.

As the demand for genuine engagement with the ideas and practice of social value grows, we are facing an increased demand for our service and this role will play a crucial role in ensuring the sustainability of the company.

Why Work for Us?

Samtaler is proud to be a responsible and generous employer and given what we do, we understand the value in investing in our employees. As a small company we strive to create a flexible, supportive working environment that will allow you to produce your best work, and to best your best self in other areas of your life too.

- 28 days holiday
- Generous wellbeing and development opportunities tailored to what you need
- Welcome pack including laptop, home office allowance
- Flexible working

How to Apply

If this role really appeals to you, please check out www.samtaler.co.uk for more information about our work.

To apply, send your CV and a covering letter outlining your fit for the role, and why you want to work with us to

Zahra.hedges@samtaler.co.uk by 9am on 3rd May 2021.