

Sales and Marketing Executive

Company Overview

Check Your Security was founded in 2005 with a vision to deliver digital security solutions. With offices strategically located in Norwich, London, Northampton and Liverpool, we can support clients wherever and whenever required.

We offer clients the complete package from the installation & commissioning of CCTV, Access Management, Intruder Detection and Perimeter Protection whether it's on-premise or cloud-based as a security solution(s). We also have a professional services team to deliver consultancy, project management, as well as ongoing support and aftercare. Our aim is to empower clients to enhance the well-being of their personnel and the wider society. With a client retention rate of 99%, our proactive security solutions have a proven track record of success in addressing clients' needs while improving safety, enhancing efficiency, and protecting reputation.

As a company, we are committed to creating a safe community. To achieve this, we collaborate closely with local communities, companies, hospitals, utilities, universities, major public stadiums, high-security installations, and schools by offering customised security systems of the highest quality.

The Role

We are looking for an enthusiastic and driven Sales and Marketing Executive to join our team and who would be reporting to the Managing Director. The main objective and responsibilities of the role would be to identify sales opportunities and develop the company's marketing position and profile, with a core focus on updating and maintaining customer data along with quotation progress to sale.

A successful candidate will build long-term relationships with customers, both new and existing, with the aim of increasing growth and profitability while representing the company and encouraging repeat business at all times. As a key member of the team, timely communication and active involvement across the business will be encouraged and valued.

Duties and Responsibilities

- Professionally engage and respond to incoming sales enquiries in a timely fashion.
- Identify opportunities and generate sales leads by the location of construction sites and direct-to-end-user projects (planning to award and beyond), by defining key decision makers and influencers, ensuring company activities are prompt and sales-focused at all times.
- Implement sales techniques with a specific focus on maximising accounts and new business through outreach.
- Ensure effective engagement and use of opportunity tracking tools from start to completion, with all inputs communicated effectively and in good time across the business to aid sales forecasting and business planning.
- Define, develop and implement a company Marketing plan to assist in achieving annual and monthly sales targets.
- Maintain and develop strong relationships with all customers, ensuring the company website is updated at all times.
- Develop the company's position and profile within social media (including LinkedIn, X, etc.), increase Google ranking for keywords and provide content.
- Conduct market research, reporting on competitors, opportunities and industry trends.
- Proactively engage and deliver all marketing and company promotional material, including social media.

- Provide and collate commercial market knowledge and feedback to the Managing Director for continual market assessment to ensure the company maintains an optimum competitive position in the marketplace.
- Follow up written quotations, ensuring accurate and full data input/capture within the CRM.
- Ensure customer relationship knowledge is shared within CRM and update colleagues within other internal teams, e.g., Operations, Contract Management and Accounts on an ongoing basis.
- Work closely with members of the Sales and Estimating teams to ensure that sales strategies and market intelligence are shared and harmonised.
- Attendance to trade shows, corporate events, displays and meetings as and when required.
- Promoting effective and constructive communication and team ethics at all times.
- Responsible for overseeing the correct use of CRM and data capture protocols across the business.
- Engage in the use of all company communication formats e.g. Simpro, SharePoint, etc.

The Individual

In order to undertake this role, the successful candidate will need to be an ambitious individual who enjoys working in a fast-paced and sales-focused environment. In addition, they will be required to have:

- Experience working within the Building Services sectors.
- Experience and wide knowledge of current Sales and Marketing techniques including all relevant social media platforms.
- Exceptional customer service skills.
- Knowledge of business principles – sales and marketing, budgeting, cost and profitability.
- Strong communication skills.
- Organised and accurate.
- Good IT skills.
- Good team player.

Salary

Competitive salary, rate depends on the experience

Location

Based in the South Midlands or Home Counties, working from home with some travel to office.

Hours

40hr week,

Holiday

20 days holiday plus bank holidays. With long service earning additional days.