



Pulse Roll Label Products Ltd Unit 1, Nibley Business Park, Nibley Lane, Yate, Bristol BS37 5HL
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UK & International Sales & Marketing Co-ordinator

As an ink and varnish supplier to the Label Printing industry, Pulse Roll Label Products Ltd have over the last 9 years grown sales in the UK market to in excess of £2.5m per annum, and are now looking to expand into export markets globally. As such, a new role has been created to resource this expansion.

Main Duties

- Control of managing, maintaining, updating and monitoring the company website
- Increase lead generation capability of company website
- Responsible for market research activity in order to gather information on new markets
- Communicate with International Distributors on a weekly basis, ensuring all sales enquiries are dealt with and appropriate marketing material supplied.
- Pass on leads to sales force and provide administrative support (quotations etc)
- Analysis of statistical information in order to compile marketing effectiveness reports
- Responsible for continuous CRM marketing mail shots to increase awareness and customer contact
- Improve and make common all marketing literature
- Liase with PR consultancy on press releases and editorials
- Devise and manage all company wide marketing initiatives
- Co-ordinate all exhibitions and Expo materials
- Provide general admin support as part of the Administration Team

Requirements

- Educated to degree level or equivalent in marketing or similar
- Preferably experience within a similar role
- Excellent verbal and written communication skills
- Foreign language skills an advantage
- Good presentation skills
- Ambitious, driven and self motivated
- Proactive with a can-do approach
- Ability to work effectively
- Willing to learn new skills
- Passion for business

Salary / Benefits

- Dependant on experience
- 25 days holiday per annum (plus bank holidays)

Applications by CV only to lorraine@pulserl.com