

YOUR LOGO
HERE

Company Name

Job Title:	Sales & Marketing Executive	Job Category:	
Department/Group:		Job Code/ Req#:	
Location:		Travel Required:	
Level/Salary Range:		Position Type:	[i.e.: full-time, part-time, job share, contract, intern]
HR Contact:		Date posted:	
Reports To:		Posting Expires:	
External posting URL:			
Internal posting URL:			
Applications Accepted By:			
Fax or E-mail: (425) 555-0123 or someone@example.com Subject Line: Attention: [Recruiting or HR Department RE: Job Code/Req# and Title]		Mail: [Recruiting Contact or Hiring Manager] [Department, Company Name] [P.O. Box] [Street or Mailing Address with ZIP Code]	
Job Description			
Job Purpose: To plan and carry out direct marketing and sales activities, so as to maintain and develop sales of [Company Name] in accordance with agreed business plans.			
Key Role, Responsibilities & Accountabilities			
<ol style="list-style-type: none"> 1. Maintain and develop a computerized customer and prospect database. 2. Plan and carry out direct marketing activities (principally direct mail) to agreed budgets, sales volumes, values, product mix and timescales. 3. Develop ideas and create offers for direct mail and marketing to major accounts by main market sector and [Company Name] products. 4. Respond to and follow up sales enquiries by post, telephone, and personal visits. 5. Maintain and develop existing and new customers through planned individual account support, and liaison with internal order-processing staff. 6. Monitor and report on activities and provide relevant management information. 7. Carry out market research, competitor and customer surveys. 8. Maintain and report on equipment and software suitability for direct marketing and sales reporting purposes. 9. Liaise and attend meetings with other company functions necessary to perform duties and aid business and organizational development. 10. Manage the external marketing agency activities of telemarketing and research. 11. Attend training and to develop relevant knowledge and skills. 			



Company Name

Qualifications and Education Requirements

[Type a description of the work experience and educational background that a candidate should have when applying for position. Use the Details, Bulleted List, and/or Numbered List styles as needed.]

Preferred Skills

[Type a description of any additional skills or experience that would be considered favorable for a candidate who is applying for this position. Use the Details, Bulleted List, and/or Numbered List styles as needed.]

Reviewed By:		Date:	
Approved By:		Date:	
Last Updated By:		Date/Time:	