



Title	Department	Post Ref.
Sales Development and Site Services- County Enterprise Foods	Adult Social Care, Health and Public Protection	
Job Purpose To plan and implement the marketing strategy to secure and maintain the business of County Enterprise Foods and ensuring the site is fully compliant with current legislation		
Key Responsibilities <ol style="list-style-type: none">1. Produce and implement the sales strategy for County Enterprise Foods in conjunction with the Corporate Communications team, including participation at promotional events as required. Produce and maintain editorials and marketing materials.2. Co-ordinating the submission of tenders ensuring all appropriate documentation is completed within specified timescales. Liaise and provide statistical information required for contract monitoring.3. Building and maintaining relationships with business to business customers. Detailing with customer enquiries, compliments and complaints.4. Undertake continuous market research and maintain up to date information with regard to the activity of competitors within appropriate market segments.5. Develop and maintain an effective customer data base which generates accurate sales information and data used to monitor progress and inform decision making in relation to market trends, projection and product development .6. To provide day to day management of staff7. Deputising in the absence of the Team Manager, including any necessary site visits, communication with all staff groups and liaison with senior management as required.8. Developing, reviewing and updating new systems to ensure compliance with current thinking and legislation.	Key Accountabilities <ol style="list-style-type: none">1. To actively look for ways of improving services and outcomes to customers.2. To report business and promotional activity, including the provision of financial and statistical information, to the Team Manager so that service levels can be maintained and senior officers and councillors advised of business progress3. To work within an agreed budget4. To work as part of the County Enterprise Foods Management team to secure and maintain activity at an optimum level.5. To develop and build and effective partnerships across Nottinghamshire County Council.6. To carry out Health and Safety tasks and functions associated with the promotion of the service and Business Continuity Planning7. Effective management of operations within Departmental policies, Legislation and practice guidelines.8. Manage information in line with data protection	

<ul style="list-style-type: none"> 9. Ensuring the security and general maintenance of the plant, vehicles, equipment and premises in a safe and serviceable condition. 10. To act as a professional exemplar in carrying out all duties with a 'can do attitude' at all times. 11. Investigate any customer complaints and ensure appropriate response to action and to the customer. 12. Plan co-ordinate and attend special promotional events to raise the profile of the service and develop new markets. 	
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The post holder will perform any duty or task that is appropriate for the role described

person Specification

Education and Knowledge

- 1. Certificate in Professional Marketing or equivalent
- 2. Intermediate Food Hygiene Certificate
- 3. Understanding of the needs of vulnerable people
- 4. Evidence of Continued professional development
- 5. Knowledge and understanding of the key relevant legislation and statutory responsibilities affecting the service area.

Experience

- 1. A wide range of experience with commercial markets likely to have been achieved through a substantial period of work within an appropriate field.
- 2. Understanding of Public Sector procurement and legislation.
- 3. Experience of planning and delivering services, managing staff, resources and performance
- 4. Experience of identifying and developing profitable business with new customers.
- 5. Experience of customer focused delivery.

Personal skills and general competencies

- 1. A high level of vision, creativity and personal drive with a commitment to excellent customer care.
- 2. Ability to anticipate customer needs to provide excellent service continually striving to improve efficiency and effectiveness
- 3. Ensures the Council's policies for fairness and respect are delivered including setting high personal standards.
- 4. Takes an active role in managing risk, health and safety and safeguarding issues.
- 5. Have excellent presentation skills.
- 6. Strong interpersonal skills to gain the agreement and acceptance of others including colleagues and customers.
- 7. Be able to use ICT equipment and systems safely and appropriately to the level of the post including Microsoft office applications and a willingness to develop specific required competencies.

Role Dimensions

1. Responsible for generating sales in line with the business plan.
2. Ability to drive and hold a current driving licence.

Please attach a structure chart

Date 12.11.17