



JOB DESCRIPTION

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| Post title: | Business development sales and marketing lead |
| Responsible to: | The Directors of Suited and Booted Studios CIC |
| Location: | Central Bath |
| Hours: | 20 - 25hrs per week |
| Salary: | Negotiable depending on experience |
| Holiday: | 28 days per year pro rata |
| Start date: | ASAP |
| Additional: | The appointment will be subject to references |

PLEASE NOTE: As with many of the historic buildings in the city, we regret that our office is not accessible to people with mobility issues or who use a wheelchair. We also have office dogs.

Context:

At Suited and Booted Studios we offer a full in-house moving image production service for a wide range of sectors. Our productions include corporate videos, branded content, internal communications, advertising and marketing. We have a varied client profile of companies and organisations who are looking for a high quality, creative and bespoke production, our main focus is on great storytelling that is shot beautifully.

Established for 20 years we are based in the heart of Bath. As a company we are constantly evolving and growing. We are looking for a Business Development, Sales and Marketing lead to continue this growth and assist in bringing an exciting new product to market.

This role needs to reflect our ethos as a company, so it is not a hard sell role. We need you to develop and implement marketing strategies and sales initiatives that will generate leads, develop new relationships and nurture existing ones.

The role requires an understanding of how moving image content (video, animation, 360) is used creatively within a marketing and communications strategy.

This is a great opportunity to work with an established and creative company and help take their growth to the next level.



The Role:

The role covers the sales and marketing of the core work of Suited and Booted Studios and a new product we have recently developed.

Business development & Sales - You will identify new leads and opportunities and arrange meetings for yourself & the snr team to pitch.

You will work with our existing and historic clients as well as building new business.

Marketing - You will develop and implement a marketing strategy to support the sales and development activity. The work will include, but not be limited to the upkeep of the website, running social media and pushing marketing campaigns, networking at events and entering awards.

Person spec: - you need at least 4 years experience in a commercial marketing and sales role with a proven track record of success.

You must be an excellent communicator, comfortable and confident talking to people at a senior level in a wide range of industries.

You must be an experienced B2B marketer with the ability to build and implement a successful development and sales strategy.

You must be experienced in managing and monitoring a companies digital and online presence and have a proven track record of running successful campaigns.

You must have an understanding of how moving image content (video, animation, 360) is used creatively within a marketing and communications strategy and feel confident in communicating this.

You must be motivated to seek out new opportunities and enjoy developing new relationships and selling ideas.

You must be able to work within a creative team and have the ability to see the bigger picture in any opportunity.

You must be willing to occasionally travel and work out of office hours for networking and sales events.

You must be friendly and approachable, motivated to bring in new work whilst understanding that a hard sell is not always the right option.

Suited&Booted Studios, 34 Gay Street, Bath, BA1 2NT
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E: mail@suitedandbooted.org www.suitedandbooted.org

Registered in England and Wales. Company no. 6062744 | VAT No. 901253567 | Registered Office: 34 Gay Street, Bath, BA1 2NT



And obviously you need excellent IT skills and good references, be easy to work with and prepared to go the extra mile for our clients and the company. Having a good sense of humor and the ability to get on well within a team environment, being punctual, able to work to a deadline and taking pride in your work are basic requirements, as is a love of your job.

Benefits

Many of our clients are repeat customers and the relationships we build with them allow us all to stretch ourselves. While some companies may only allow the creative directors to input into ideas development, we are a creative team and expect everyone to input.

We share ideas and get together at least twice a month over a shared lunch to discuss new ideas & possibilities.

There are breakfast baps on a Friday and normally a fruit bowl in the office.

Early finish on a Friday.

Company pension scheme

28 days holiday (including bank holidays & we close over the Christmas period)

Salary is negotiable depending on experience and there will be a commission scheme attached to this position.

We think we are a lovely company to work for and as a team we are always interested and excited by our work and strive to do the best we can for our clients at all times. If you think you can fit into this ethos, then apply!



To Apply:

If after reading this job description you would like to apply for the role please respond via email to:

jobs@suitedandbooted.org

Include a covering letter stating what interests you in the position.

A full up to date CV

If we would like to ask you for an interview, we will contact you.

We are in no rush to appoint. We are looking for the right fit not a quick fit!

Additional notes:

***** There will be a 12-week probationary period for the position.**

A clean driving licence and access to own transport would be an advantage but not an essential requirement.