



**Role Title:** Sales & Marketing Executive

**Reports to:** Senior Management Team

**Package:** up to £45,000 and additional benefits.

**Location:** Leeds (remote based on Government guidelines)

**Role Purpose:**

To collaborate with the Perform Partners senior management team to develop a comprehensive Sales and Marketing Strategy in line with the organisations vision and growth plans.

To implement and oversee all aspects of the Sales and Marketing plan, providing regular updates to the senior management team on key performance indicators (KPIs).

To grow market position through identifying, analysing, tracking and reporting on competitors and clients market position. To promote the brand and our values internally and externally.

Perform Partners currently operate in the Entertainment, Gaming & Gambling industry.

**Responsibilities:**

- Develop and deliver a Sales and Marketing strategy.
- Create a Sales and Marketing plan, including key milestones, deliverables and KPIs.
- Accountable and responsible for all aspects of the plan and provide regular updates on progress.
- Take ownership of the sales pipeline and internal CRM system (Hubspot).
- Conduct market research and analysis to evaluate trends, brand awareness and competition ventures.
- Help to develop reports, company brochures and related marketing materials and literature.
- Produce creative content, including videos and blog posts.
- Run social media channels (e.g. Twitter, Instagram and LinkedIn) to enhance audience engagement.
- Update and maintain website content to reflect marketing campaigns.
- Evaluate and review marketing campaigns, advertising and SEO to make sure the correct mediums are being used and campaigns are effective.
- Represent Perform Partners at industry events, represent the brand values, culture and unique selling points.
- Maintain and build trusted relationships with key customers, partners and stakeholders including researching and optimising business development and networking opportunities.

**Knowledge Skills and Experience required:**

- Minimum of 2 years' experience as Marketing Executive.
- Demonstrable experience working as a Sales and Marketing Executive.
- Experience of marketing a service.
- Experience of marketing small and large sales, evidence of ability to adapt marketing and sales messages to different segments.
- A proven track record of implementing successful marketing strategies.
- In-depth knowledge of market research data, data analysis and statistics.
- Self-motivated and able to work without supervision.

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- Leadership skills, with high levels of tenacity and personal integrity.
- Excellent communication and negotiation skills.
- Knowledge of CRM software and MS Office.
- An ability to deliver projects and answer inquiries on time.
- Business acumen with a problem-solving attitude.
- Experience of technical consultancy services background advantageous.

This role profile is not exhaustive; it will be subject to periodic review and may be amended to meet the changing needs of the business. The post holder will be expected to participate in this process, and we would aim to reach agreement to any changes.

**Applicants:** please apply via the Careers section on our website with a covering letter and CV. We look forward to speaking with you!