

JOB DESCRIPTION

Job Title	Communications, Website & Social Media Administrator	Department	Sales
Responsible to	Head of Sales & Business Development	Responsible for	Not Applicable

Main purpose of job

To support the Sales Team in the promotion and sales of the Company's products and services across digital, social and printed platforms.

The ideal candidate has 2+ years' experience in this field and is looking for their next career step and it is essential that they possess expertise in working across multi digital channels, creating written and visual content.

Main duties

Work with the Sales Team with support from the Engineering team to:

- Update and maintain website and staff intranet content via WordPress
- Work with the Technical Sales Team to create accurate and relevant content of promotional material;
- Create exciting and relevant visual content and copy for use across various media, including, website blogs, data sheets, social media, press releases and various sales formats;
- Produce content that is optimised for audience development, management and growth;
- Check content for accuracy;
- Ensure all content is legal, GDPR compliant, accurate and in line with the company mission, brand and values
- Proof read and edit material;
- Collaborate with technical support to enhance presentation and content;
- Assist with the planning and promotion of external events throughout the year;
- Set and track analytics and create reports detailing successes and shortcomings of sales campaigns and search engine optimisation;
- Maintain digital media archives including photos and videos;
- Work with team members to conceptualise and implement communications strategies and campaigns;
- Respond to media enquiries and perform media outreach to achieve brand placement in publications;
- Assist other Sales Team members when required and as appropriate, specifically providing cover for sales enquiries, order entry and standard quotation;
- Operate a 4.5 day week of 9am to 5.30pm Monday to Thursday, and 830am to 1230pm Friday.

Person Specification

- Social media and website management experience;
- Experience with WordPress;
- Good digital, social media and communication skills, able to demonstrate use of digital media and/or social media in an international B2B marketplace (engineering and/or manufacturing);
- Strong understanding of effective marketing communications and PR;
- Experience running sales campaigns;
- Excellent content writing skills;
- Understand the best practices of main social media channels;
- Knowledge of Adobe Photoshop, InDesign, and WordPress;
- Ability to think strategically and identify ways to improve communication efforts;
- Able to work under pressure and to hit deadlines;
- Show discretion and professionalism at all times;
- Ability to use initiative, be proactive and work efficiently as part of a team;
- Eligible to work in UK with GCSE (or equivalent) grade C or above in Maths and English or demonstratable experience.



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