

## STEPHEN AUSTIN JOB DESCRIPTION

**Position:** Sales & Marketing Assistant

**Reporting to:** Sales Manager

### The Company

Stephen Austin is a well-established confidential and commercial printing company based in Hertford and part of a privately owned printing and newspaper publishing group. The Company employs approximately 125 staff, of which 35 are office-based. The Company handles a broad range of print and related products and services, from large-scale confidential and commercial print and fulfilment contracts to general printing and mailing services.

For further information, please visit [www.stephenaustin.co.uk](http://www.stephenaustin.co.uk)

### Job Description

- To provide administration support to Sales Team
- To assist in the flow of communication and information from the Sales team to the client base and vice versa
- To help co-ordinate and strengthen internal communication and information across Sales team, Commercial dept and Client Service team
- To support the marketing activities of the company including organising the production of promotional materials (brochures, case studies) and overseeing maintenance of the company website
- To provide a data analysis/inputting/monitoring service to support the Sales team
- To offer administration support across the company as requested

### Areas of Responsibilities

#### *Sales*

- To provide full admin support to Sales Manager and other members of Sales team
- To process incoming enquiries generated by Sales team and ensure all details correctly logged on Prism MIS system
- To apply for and circulate tender documentation under guidance from Sales Manager
- To undertake completion of tenders to high standard using information contained in existing tender info database, previous tender submissions and by approaching relevant SA colleagues in order to gain the information required.
- To maintain and monitor an up-to-date database of all current and past tender applications and deadlines
- To act as office-based support for Sales team when out on business, answering telephone calls, monitoring emails, passing on messages, pulling information from Prism MIS system
- To ensure customer, prospect and contact information on Prism is updated when required

- To make necessary arrangements for all sales-related meetings (including client visits) at Stephen Austin i.e. booking venue, ordering catering, sending out meeting requests, prepping meeting rooms etc.

### *Marketing*

- To liaise with external agency regarding SA website - instruct when changes or updates are required (under guidance from Sales Manager) and to raise purchase orders for any work completed
- To assist in organising the design and print of SA brochures, email banners and case study documents
- To monitor effectiveness and relevance of SA promotional materials through communication with Sales team and Managing Director; also ensuring materials are refreshed with new copy/images/design when required.
- To write copy for SA promotional material - brochures, email banners, case studies
- To support Sales Manager in monitoring marketing budget and identifying potential marketing opportunities
- Help to prepare presentations, tenders and other information to support Sales team

### *General Duties*

- To assist the Sales team with general filing and maintenance of sample library
- To provide lunch time, holiday and sickness absence cover on Reception
- To maintain stationary stocks for Sales team
- To ensure printers and fax machine in Sales department are fully functional and stocked as required
- To maintain a database for distributing calendars and diaries to clients

*This is a broad overview of the role and does not encompass all aspects of the position.*