



VALOUR CONSULTANCY JOB DESCRIPTION

JOB TITLE: Sales and Marketing Lead

JOB TYPE: Part-time (16-23 hours per week with a view to becoming full-time)

LOCATION: Remote, United Kingdom

OUTLINE:

We are seeking someone to lead our sales and marketing activities as part of the company's ongoing growth and expansion. The successful candidate will drive new revenue opportunities across Valour's mobility market intelligence portfolio, as well as enhance both satisfaction and retention amongst our key clients.

ADDITIONAL INFORMATION:

This opportunity would suit someone looking to develop their sales and marketing career in a B2B environment, with the successful candidate expected to lead commercial activities across the company. The role comes with the benefit of flexible hours to accommodate the candidate and the availability of our international clients, which are primarily based in the U.S and Europe. Valour Consultancy has a predominantly home-based working environment although we do encourage regular internal communication and co-working. There's an allowance for a shared office/desk if desired.

OVERALL RESPONSIBILITIES:

Valour Consultancy is a respected provider of market intelligence and consultancy services in the mobility sector. As the company continues to grow, so has the need for a dedicated sales and marketing function to support our analysts and client base.

This role will primarily involve developing relationships with companies in the aviation, land mobility and maritime sectors. Key objectives include:

- Build awareness of the Valour Consultancy brand and our market intelligence portfolio
- Drive new business development through lead generation and conversion
- Strengthen new and existing client relationships to increase retention and lifetime value

MARKETING TASKS:

- Create and execute marketing plans to support commercial objectives
- Drive ongoing lead generation through digital marketing activities
- Maintain the Valour Consultancy website to accurately promote products and services
- Produce and update sales brochures and marketing materials
- Build effective email marketing communications e.g., newsletters and product announcements
- Manage organic and paid social media campaigns
- Build recurring reports on marketing performance e.g., website analytics and make recommendations to improve audience reach and engagement
- Monitor and improve the effectiveness of customer touchpoints to help understand how clients are finding us, and address pain points in the sales pipeline to increase lead conversion

SALES AND BUSINESS DEVELOPMENT TASKS:



- Monitor and respond to incoming sales enquiries
- With the support of market analysts, research and approach new, prospective customers
- Communicate regularly with existing and lapsed customers to monitor intelligence needs
- Maintain and update the company CRM system, including managing the sales pipeline
- Regularly report on sales lead volumes and conversion rates to contribute to revenue forecasts
- Serve as primary point of contact for key clients, ensuring ongoing research needs are met
- Identify new revenue opportunities and contribute to long-term product/service strategy
- Coordinate Valour Consultancy's event schedule, including travelling to international conferences and exhibitions where required

QUALIFICATIONS:

A degree is preferred but not essential. A clear vision and aptitude for sales and marketing, enthusiasm and experience are highly valued.

EXPERIENCE:

The successful candidate must have at least 3 years' experience in marketing and/or business development. Prior mobility industry experience is not required, but the candidate must be willing and able to understand technical subject matters.

KEY ATTRIBUTES:

The successful candidate will be able to demonstrate the following:

- A proactive approach to taking ownership of the sales and marketing function
- Outstanding internal and external communication skills
- Well-suited to contribute within a small but fast-growing business, able to work independently and as a hands-on team player;
- Confidence in liaising with clients and industry contacts of varying levels of seniority;
- Able to build strong, long-lasting and authentic relationships with customers
- A creative and critical approach to sales and marketing, with the ability to try new ideas and evaluate their effectiveness
- Solid problem-solving and decision-making skills;
- Highly effective organisation and prioritisation skills including the ability to juggle concurrent responsibilities;
- Methodical with good time management, and able to manage working from home effectively;
- Ideally, some flexibility with work hours to accommodate communication with co-workers and external clients across multiple time zones on occasion;

DESIRABLE ATTRIBUTES

The following attributes are desirable, but not essential:

- Experience with a CRM (e.g. Salesforce) and an email marketing platform (e.g. Mailchimp)
- Experience with WordPress website content management
- Experience in aviation, maritime or other mobility-related sectors

SALARY + BENEFITS:

- Competitive base salary (£13,000 - £22,000 depending on experience)
- Target-based commission
- 25 days plus public holidays;
- Life insurance, pension and personal days;



- Opportunity to develop your career in a growing, supportive, flexible and friendly working environment.

ABOUT VALOUR CONSULTANCY:

Valour Consultancy is a UK-based provider of market intelligence services. Founded in 2012, the company has grown rapidly and is renowned for its comprehensive and high-quality research and consultancy. This growth was officially recognised in 2020 when we were honoured with the prestigious Queen's Award for Enterprise in the category of International Trade.

Since inception, our analysis has primarily centered on the mobility market and several major names in the aviation, maritime and land mobility markets continually rely on our expert insight and analysis. In 2021, we were joined by John Devlin, founder of P.A.ID Strategies, and subsequently expanded our coverage to encompass payments, authentication, identity and the security and connectivity of people, devices, objects and transactions.

APPLICATION INSTRUCTIONS:

To apply, please email your CV and a cover letter to HR@valourconsultancy.com

Application deadline: 16th September 2022