

CRM and Digital Marketing Manager

This position is an important role (and new one) in Lesniak Swann. The role includes qualifying and nurturing prospects and guiding them forward in the customer journey.

You will act as the glue in the sales process linking the first potential interaction and taking the prospective client through to a specific requirement or opportunity. To do this you will need to recognise the potential customer's need and supply them with appropriate content or information at the right time and place.

You will help to build, maintain and segment the sales database. As well as creating specific targeted campaigns. You will also be responsible for keeping track of what opportunities and conversations are open.

The role is heavily digital communication based although you will also be responsible for the organisation of events (webinars mainly but physical from time to time). You will also have involvement in our marketing in order to increase the number of prospects on the customer journey and on the other side help with proposals.

What we are looking for

The individual will love data and the insights that can be found there. They will be very literate and able to write well. They will also be IT savvy and able to self-direct to find solutions. They will be motivated by the desire to push potential clients along the journey.

Some of your responsibilities will be:

- Helping to identify potential clients and their needs.
- Helping to build the customer journey, the stages and processes that go into it.
- Deciding on next stage of sales journey for nurtured opportunities.
- Marketing – inputting into new campaigns and ongoing client nurturing communication.
- Business development – providing sales support, keeping opportunities up-to-date and reporting on them.

So, you need to be:

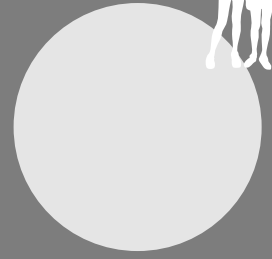
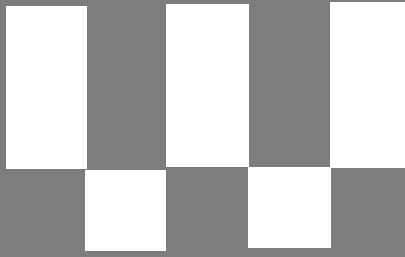
- Organised, with strong attention to detail.
- Effective communicator, both verbally and in writing.
- Flexible, and able to solve problems.
- IT literate with a growth mindset.
- Analytical thinker – able to analyse data, situations, and people and make effective decisions and take appropriate actions.
- A sense of urgency.
- Self-directed on time management and prioritisation of workload.

In return we will provide:

- Salary depending on experience.
- A pension contribution of 5%.
- 25 days holiday plus bank holidays (pro rata), Christmas closing and additional holiday for charity work.
- Flexible working with 50% of time currently spent in the office.

Plus a range of training and development opportunities including regular courses (both internal and external) ranging from 1hr. seminars to degree level qualifications and beyond.

To make an application please send a covering letter/email/note to Alex Swann (alexs@lesniakswann.com) saying what you could bring to Lesniak Swann, together with your CV. In the covering letter/note please make sure you say how much you want to earn.



: ai i WZ Wb agdb Wab^W
W\ak fZ Wi ad] ž

8dWVa_ ~ dWba` e[T[1fk

We believe in trusting people to do the job they are paid for. We give you the knowledge, understanding and tools you need. We then trust you to make – and be responsible for – your own decisions.

Everyone has input into our internal processes and systems. We expect you to have opinions and we want to hear them. We believe the team should know about the company's performance and go through quarterly updates with all team members.

You'll be encouraged to treat work-time flexibly. And we'll give you the training and guidance to do that effectively. Some of our people work from home most of the time. One even worked from Germany for a while and others, shocking in the modern world really, turn up every week day at 9.00am.

Because we enjoy the work we do, we do it well. And we try our best to ensure we continue to enjoy it. This doesn't mean that every day is 7.5 hours of fun and laughter. Some will be stressful, tiring and long. But others will be fabulous, and most are pretty good.

Wherever you are, we want everyone to feel a sense of responsibility, to share knowledge, to support each other and to help our clients exceed their objectives.

F dS[[Y S` V VmWab_ W f

We'll support you to do your job the best you possibly can. We want you to constantly develop your skills and extend your potential. Professional development is an annual KPI for all our people, and you'll receive a personal budget to spend on training to develop your skills.

Throughout the year, we also run general training courses open to clients and staff, on skills like proofreading, storytelling and presentation skills. Each month we have a full team lunch to share learnings between teams.

Every year, you'll have a two-stage review. The first stage looks at the past year; the second stage looks at the year ahead. You'll also have monthly one-to-ones with your manager to discuss any decisions or tasks you've struggled with, what work has interested you, what has gone well, and many other things.

We want you to grow and move beyond the role you are in. We want you to know the client and their market. And we want you to understand enough to challenge them.

DV8^1XMS` V dW SdVe

Our standard holiday allowance is 25 days plus bank holidays. On top of this allowance we close for Christmas and we give you time to attend children's school events or other family occasions. When the firm does well, we want you to do well. So if the agency hits its targets, we automatically pay a bonus to those employees who have hit their target, too.

Our charity work is time matched by the firm meaning that if you give up your own time to raise money for the chosen charity we will give you the time back.

Finally, because we want you to grow old comfortably, we pay 5% into a pension scheme.

