| 1. **Job Details**
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| Job Title: | Marketing and Business Development Assistant |
| Team/Department: | Business Development |
| Reports to: | Head of Business Development | Location: | Manchester |
| Appointment period: | Permanent | Hours | 9-5, Mon-Fri |

| **Job Purpose** |
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| This is a central role, supporting Bedspace to reach out to our existing and potential customers, service users and housing suppliers proactively and consistently with high-quality informative. The successful candidate will be producing content across all channels from social media and the website, sales collateral and tenders and proposals. This role will act as an assistant to the Head of Business Development and will ensure the business development and market plan is supported with a competent individual who can execute, organise and influence our internal teams and external partners and customers. |

| **Main Duties & Responsibilities** |
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| 1. Proactively organising the activity set out in the business development plan, supporting the Head of Business Development to ensure goals and targets set out are achieved.
2. Assist with social media accounts and update the website as and when required.
3. Create and assist with production of marketing communications, such as brochures and flyers and newsletters.
4. Help to establish a contact management system or contact database to successfully send targeted external communication to new and existing customers, property landlords and developers.
5. Support senior management in producing tenders and contract documentation. This could be researching suitable information for content, updating previously written content, or writing responses where appropriate.
6. Keep the Bid Library up to date with relevant written information about all elements of our service, ensuring the latest information is stored correctly and archiving old information, so it is always relevant.
7. Support Team Managers and Team Leaders with sales and marketing material as required.
8. Prepare material, support the organisation of, and when necessary attend networking events, workshops, customer and landlord meetings.
9. Produce client presentations, using PowerPoint.
10. Produce quality templates for regular external emails.
11. Promote and support the business development and marketing agenda internally alongside the Head of Business Development.
12. Prepare, occasionally attend and support internal and external meetings when required.
13. Support other internal departments produce quality external communication as and when required.
14. Liaise with the chosen external marketing partner.
15. Produce business development reports in line with the business development plan and as required by the Senior Leadership Team and Head of Business Development.
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The above list of responsibilities is not exhaustive and the jobholder may be required to undertake other duties commensurate with the level of the role, as reasonably requested by their line manager. This job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties or level of the responsibility entailed. Such variations are a common occurrence and cannot in themselves justify a reconsideration of the grading of the post.

This table lists the essential and desirable requirements needed in order to perform the job effectively. Candidates will be shortlisted based on the extent to which they meet these requirements.

|  | Requirements | Essential / Desirable | How Assessed |
| --- | --- | --- | --- |
| **Qualifications** | Relevant marketing or business degree | D | A |
|  | Workplace training in business development and tender writing | D | A/I |
| **Knowledge** | Minimum 3 years’ experience working within relevant job roles if not degree qualified | E | A/I |
|  | Some experience or knowledge within social care, social housing, supported living sector | D | A/I |
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| **Skills** | Experienced user of Microsoft 365 software including Word, Exel, PowerPoint and Outlook | E | A/I/OM |
|  | Competent with software applications required to produce quality illustrations and templates for tenders, social media posts, presentations and sales collateral | E | A/I/OM |
|  | Highly literate and capable of writing good quality tender question responses, social media posts and newsletter stories | E | A/I/OM |
|  | This role requires an individual who can work proactively and is highly organised. They will need to be able to positively influence others in being this way too. | E | A/I |
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**Essential/Desirable:**

E = Essential: Requirements without which the job could not be done. D = Desirable: Requirements that would enable the candidate to perform the job well.

**How Assessed:**

A = Application I = Interview OM = Other Means (e.g. presentation, test, etc.)

| Mandatory Training | Frequency | Delivery Method |
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