

WE ARE HIRING!

What we need and where: A dedicated and dynamic sales and marketing lead to join our team in Alton to provide a superior sales and marketing experience to the clients of Ground & Water Limited, promoting our company to achieve its vision of becoming the leading provider of contaminated land and geotechnical services by championing our brand and company values. You will have demonstrable sales knowledge in marketing, lead generation and revenue maximisation with a minimum of 2 years working in a similar role and experience that highlights notable accomplishments and the achievements you have secured. You will have a strong head for business and take a personable, proactive yet persistent approach to your work.

What you will be responsible for:

- Lead generation
- Social media campaigns
- Website management
- Content creation
- Product appeal and sales strategy
- Competitor research and analytics
- Brand promotion
- Client experience and networking
- Reporting on sales metrics
- Maintaining G&W CRM system
- General sales administration

What success in this role looks like:

- Increasing lead generation by 22%
- Creating content to increase our social engagement rate and website traffic by 18%
- Increasing sales revenue by 42.5%
- Forging creative ideas and solutions to propel G&W's success in the industry
- Championing the G&W brand
- Driving those sales metrics forward with proven sales expertise
- Personal fulfilment and satisfaction

What you will get in return:

- A salary between £28 and £32K dependent on experience and expertise
- Autonomy to choreograph your role and deliver results
- Hybrid working
- Working from home contribution
- 23 days holiday + bank holidays – rising to 25 after 3 years
- Birthday day off

- Free parking
- Subsidised professional subscriptions
- Paycare health cash plan
- Physical fitness contribution
- Everymind at Work mental healthcare support
- Employee voice and participation
- Casual dress
- Company social events
- To be part of a growing and exciting team that favours collaborative working and professional development in a supportive, nurturing, and exciting environment