



Position: Marketing, Communications and Sales Manager

Reporting to: Head of Business Development

Location: Hybrid after probationary period in our offices in Little Wittenham

Working days: 2 days per week

Working hours: 7.5 hours per day

Salary: £27,000 - £30,000 (depending on experience) pro rata

The role of Sales and Marketing encompasses a wide range of responsibilities focused on promoting Clear Sky's income generating products or services and driving revenue. Ultimately, our goal is to increase brand awareness, generate leads, and convert those leads into customers and to support and raise awareness of Clear Sky's charitable activities.

Key Responsibilities:

- **Market Research and Analysis:**
Understanding market trends, customer needs, and competitor activities to inform marketing strategies.
- **Campaign Development and Execution:**
Creating and implementing marketing campaigns across various channels (e.g., digital, social media, print).
- **Client Relationship Management:**
Building and maintaining strong relationships with clients, understanding their needs, and identifying new business opportunities.
- **Sales Strategy and Execution:**
Developing and implementing sales strategies to achieve sales targets and revenue goals.
- **Budget Management:**
Managing marketing and sales budgets effectively.

- **Performance Tracking and Analysis:**

Monitoring campaign performance, analysing data, and making adjustments to optimize results.

- **Content Creation:**

Developing marketing materials such as website copy, blog posts, advertisements, case studies, and social media content in conjunction with the Head of Therapy and Head of Business Development.

- **Event Planning and Execution:**

Assisting with the organising and promoting of events to engage with potential customers and build brand awareness.

- **Staying Up-to-Date:**

Keeping abreast of industry trends, new technologies, and best practices.

Essential Skills:

- **Communication Skills:** Excellent verbal and written communication skills are crucial for interacting with clients, team members, and stakeholders.
- **Analytical Skills:** The ability to analyse data, identify trends, and make data-driven decisions.
- **Organisational Skills:** Managing multiple tasks, projects, and deadlines effectively.
- **Interpersonal Skills:** Building and maintaining strong relationships with clients and colleagues.
- **Creative Thinking:** Developing innovative marketing campaigns and strategies.
- **Problem-Solving Skills:** Identifying and resolving issues that may arise in sales or marketing activities.
- **Technical Skills:** Proficiency in relevant software and tools, including CRM systems and marketing automation platforms.

To apply: please email CV to anna@clear-sky.org.uk