Job description

**Role:** Business Support Assistant (Sales & Marketing)

**Team:** Business Support Team

**Reports to:** Business Support Manager

**Job Purpose**

The Business Support Assistant is responsible for providing a high level of customer service and marketing administrative support within the Emotion Works Team to ensure potential and existing Emotion Works customers receive a first-class customer experience and marketing plans are supported.

**Location**

Based in Edinburgh with occasional travel to attend meetings and other events.

**Responsibilities**

No direct reports. No budget responsibility.

**Principal Accountabilities**

* Respond to customer enquiries via telephone or email, which can be generated via a campaign to launch a new product/service or general business and provide quotes to meet new customer requirements with a view to securing an order and optimising sales.
* Monitor and respond to customer orders which have been placed via the EW website purchase ordering system, email or through customers calling EW directly.
* Process orders by setting customers up on system via EW website so that they can access online material and products and send out hard copies of classroom training materials where required by ensuring orders are made up to specification and delivered via a courier company or by the postal service.
* Monitor and schedule posts on social media platforms used by Emotion Works (Facebook and Twitter) ensuring campaigns and marketing activities are supported and sales are optimised.
* Support the Emotion Works Director in planned marketing activities by scheduling MailChimp campaigns, tracking and evaluating campaign outcomes to inform future marketing plans.
* Create and maintain systems for recording, archiving and retrieving any marketing data and conduct research into specific sectors to inform marketing plans.
* Assist Business Support Team with any identified tasks or projects to ensure the smooth running of operations within Emotion Works.

**Contextual Information**

Emotion Works started as a Social Enterprise (Community Interest Company) in 2013 by the Founder/Director, Claire Murray. The recent COVID-19 crisis resulted in a review of the organisational structure and the EW roles to ensure customer demands and expectations were met. A further review in conjunction with the development of the 2021/22 Company Plan has identified the need to expand the team to enable the delivery of the activities identified. A role of Business Support Assistant has therefore been created to increase capacity to support Emotion Works customers and provide marketing administration support. The Business Support Assistant will be the primary contact for both email and telephone enquiries during their working hours once training has been given. The Business Support Assistant will work within the Business Support Team, report to the Business Support Manager, and will also work closely with the Emotion Works Director for the marketing aspect of the role.

The Business Support Assistant role is busy and varied and being able to multi-task is essential as well as prioritising workload. The role is part time and being able to juggle tasks to meet customer demands is essential.

Strong interpersonal and communication skills are key as the Business Support Assistant will liaise with customers directly on the phone and by email and is expected to take responsibility for the majority of customer enquiries during their working hours. The Business Support Assistant also needs to maintain good working relationships with other colleagues in EW to ensure the smooth operation of EW services.

**Knowledge / Skills & Experience**

* Experience and evidence of first-class customer management and sales generation, particularly through interactions via the telephone.
* Experience gained in marketing administration, with excellent knowledge of MailChimp (or similar) and social media platforms.
* Knowledge of Emotion Works Programmes is desirable, but not essential.
* Knowledge of Microsoft Office suites (Word, PowerPoint, Excel) and strong IT skills.
* Ability to prioritise tasks and work under pressure.
* Excellent interpersonal, oral and written skills.
* A problem-solving approach.
* Negotiation and relationship building skills.
* Excellent attention to detail.

**Behavioural Competencies**

* **Drive for Results** – puts energy into achieving results and takes action to exceed goals and expectations. This includes being courageous in striving for continuous improvement and taking calculated risks to pursue opportunities to deliver results more effectively and efficiently.
* **Working with Others** – the willingness and the ability to work positively and proactively with colleagues and others by creating open and honest working relationships in order to achieve the best possible outcomes.
* **Focus on Quality** – the underlying drive to ensure that quality is consistently high within the working environment. It includes the identification and maintenance of standards to meet the needs of the organisation, together with a desire for accuracy in the workplace.
* **Impact and Influence** – the ability to convince, persuade or influence others towards a point of view. It is about working collaboratively to gain commitment to a course of action, idea or vision.