

## **BACKGROUND**

The Irish Red Cross is part of the world's largest humanitarian relief organisation. The society provides care to the most vulnerable at home and abroad, in peace, crisis and disaster. The Irish Red Cross is at the forefront of providing a range of services including First Aid Training. In 2015 alone, we trained over 4,000 people in various First Aid and related courses.

We are now looking to recruit a suitably qualified and experienced professional to work with the Irish Red Cross as the Sales & Marketing Manager

## **JOB TITLE**

Sales & Marketing Manager

## **RESPONSIBLE TO**

Head of Fundraising & Commercial Services

## **SUMMARY OF THE ROLE**

The Sales & Marketing Manager job is to focus on sales and marketing of our courses while driving revenue for the organisation and supporting the mission of the Red Cross to continue to be Ireland's key provider of first aid training.

The person will seek to retain existing customers and identify new customers to maximise sales opportunities within both the private and public sector. The person must be able demonstrate evidence of achieving sales targets and understand the benefits of first aid training interventions while promoting the benefits of training in this field.

## **MAIN TASKS AND RESPONSIBILITIES**

- Provides leadership for the commercial sales function
- Manages and achieves agreed budget and targets to increase turnover
- Remains up to date with the current trends in the First Aid Training market and provide reports on areas of improvement
- Submission of Tenders for relevant public and private contracts and outsourced suppliers and processes
- Generates reports on performance, improvements and areas for future development in all areas of responsibility
- Negotiates with key clients and oversees the management of services from such clients
- Attends meetings as required (may include weekends)
- Creates continuous processes improvement initiatives to increase efficiency, reduce costs, drive sales and increase profitability

- Assists the Head of Fundraising & Commercial Services with other tasks as may be required

### **REQUIRED SKILLS AND EXPERIENCE**

- 2 years experience of sales/services/account management
- A proven track record of managing a team
- Business/Sales qualification, health & safety or related area and/or experience in a similar environment
- Excellent people management skills
- Clearly understands a margin driven sales unit
- Experience in growing income streams and exceeding targets
- Proven record of managing change and adapting processes to an ever-changing environment

### **DESIRABLE SKILLS AND EXPERIENCE**

- Sales experience in a telesales or on-the-road sales & marketing
- Excellent knowledge of various computer systems including CRM
- Experience in training (first aid or otherwise)

### **APPLICATION DETAILS**

#### Contract terms

2 years fixed term

#### Role location

Irish Red Cross, Head Office, 16 Merrion Square, Dublin 2

### **SALARY**

Circa €40,000

- Closing date for applications - Friday 12th August 2016 at 09.00am
- C.Vs with cover letter to be sent to [dcurran@redcross.ie](mailto:dcurran@redcross.ie)