

Job Description and Person Specification Acting Sales and Marketing Manager Maternity Cover

Reports To: Laurence Sargent
Key aims: Implement the marketing elements of the sales and marketing strategy to support the sales of Sargent-Disc services and products, and to manage and provide leadership to members of the sales and marketing team as required.

Summary:

Sargent-Disc, a Cast & Crew company, is an established, vibrant and fast growing financial technology company within the entertainment industry, which delivers the Digital Production Office®¹ applications, as well as its Payroll and Production Accounting Services to clients.

The Sales and Marketing Manager will be an organised individual with excellent communication skills. They will implement the company's marketing strategy as part of the sales and marketing strategy, as well as managing members of the sales and marketing team to deliver the company's goals.

To be successful in this role, the individual must understand and be able to share with the team and the wider world details of our products and services and how they help the film and television industries we serve. This is a unique opportunity for the right candidate to join the company at a time of growth and to have a significant impact whilst sharing in the company's success.

Sargent-Disc:

Sargent-Disc is the UK screen industry's largest provider of production management software and services. It is at the forefront of production. Over the last two years, Sargent-Disc has provided services to productions that have been nominated for a total of 91 BAFTAs, 80 Oscars and 60 Golden Globe Awards. Recent film and television credits include *Game of Thrones*, *House of the Dragon*, *Bridgerton*, *Barbie*, *The Last of Us*, *Saltburn*, *Oppenheimer*, *Poor Things*, *Wednesday*, *Succession*, *Asteroid City*, *The French Dispatch*. The company also provides expertise and experience to educate current and prospective members of the film industry in areas of best practice such as gender equality, diversity, sustainability and productivity, through a programme of seminars, industry awards, networking events and sponsorship.

Independently certified carbon neutral, the company invests in and promotes the use of low carbon technologies, working closely with the BAFTA albert Consortium as an Official Partner to encourage the reduction of carbon on production.

1. Job Description

The Sales and Marketing Manager will be responsible for the delivery of the marketing elements of the company's sales and marketing strategy by managing the company's marketing initiatives and members of the team. They will oversee the delivery of all marketing campaigns and the production of promotional materials - reporting results to the senior company executives.

Main Duties & Responsibilities:

Team Management

The post holder will provide management and leadership to the Sales and Marketing Administrators and other members of the team as required. They will set targets for the team, ensure they understand their objectives and how they will work together to achieve them. The Marketing Manager will:

- Supervise and guide the team to deliver their work plans, goals and objectives

¹ The Digital Production Office® suite of software includes CrewStart™, Payroll, Payslips, Payscales, Digital Purchase Order, Production Card, as well as third party industry standard applications – PSL +, Final Draft.

- Inspire and motivate the team
- Provide effective feedback
- Monitor performance

Sales and Marketing

The Sales and Marketing Manger's responsibilities will include:

- Delivering marketing campaigns for the company in line with Sargent-Disc's marketing strategy and objectives
- Communicating Sargent-Disc's marketing strategy/activities to Cast & Crew Stakeholders to ensure a consistent approach where applicable
- Co-ordinating marketing campaigns with sales activities to maintain and generate new business
- Managing and improving lead generation campaigns, and measuring results
- Overall responsibility for Sargent-Disc's CRM (Customer Relationship Management) system
- Managing the implementation of company marketing activity:
 - The production and publication of all marketing material in line with marketing plans, including the update of product user manuals
 - Prepare and deliver online, social media and print marketing campaigns
 - The development and update of company websites, social media accounts and data analytics
 - The production of a wide range of different marketing materials
 - Responsibility for brand management and corporate identity
 - Monitoring and reporting on the effectiveness of marketing communications
 - Working closely with design agencies and assist with new service and product launches
 - Plan and execute events as required
 - Maintaining company partnerships and sponsorship relationships including the SD National Film and Television School scholars, as required
- Handling product and service enquires and communicating knowledgeably about company products & services
- Maintain effective internal communications to ensure that all relevant company departments are kept informed of sales and marketing objectives and activity
- Manage the research and provide summary digests as required, including the tracking of domestic and international film and television production
- Update and maintain department process documents (day-to-day & DR)
- Approve, if appropriate, departmental purchase requests below £5,000
- Other duties as required
- The post may involve occasional unsocial hours at weekends and in the evenings

2. Person Specification

A calm and well organised Sales and Marketing Manager with good team management and communication skills along with an attention to detail.

Knowledge, Skills, Experience and Personal Qualities:

Essential:

- Educational Qualification: BA Honours Degree or above
- Excellent team management skills
- Strong analytical and project management skills
- First class written English, strong drafting skills for clear and professional written communications, articles and case studies
- Experience of managing the production of print and online marketing materials and communication tools
- Experience of managing websites, social media accounts and data analytics
- Experience of managing CRM systems

- Excellent interpersonal and communication skills for good working relationships with external companies, clients, agencies and internally
- Ability to deal with a variety of enquiries (by phone and email), and at ease in all social settings
- Strong administration skills with office experience covering a range of systems and procedures
- Computer literate - an experienced user of Microsoft Word, Excel and PowerPoint packages
- Ability to prioritise and deal with a high volume and varied workload
- Ability to co-ordinate and work co-operatively with colleagues
- A commitment to developing additional skills
- A commitment to the work of Sargent-Disc and an interest in the film and television industries
- Be able to commute to Sargent-Disc's offices in Beaconsfield, Buckinghamshire

Desirable:

- Familiarity with graphic software packages
- European languages

*During the probation period of 3 months, this role will be required full-time in the office.

Closing Date:

To apply, please send your CV, covering letter detailing why you are suited to the vacancy and the contact details for two references to cvs@sargent-disc.com by Monday 18th March 2024.