

JOB DESCRIPTION / PERSON SPECIFICATION

Job Title:	Assistant to Commission Marketing Team Leader
Responsible to:	Commission Marketing Team Leader
Supervisory responsibility:	none
Key Relationships:	external – Mill clients and customers, fibre producers, magazine editors; show organisers; suppliers internal – all mill and office team

MAIN PURPOSE OF THE JOB

To work with the Commission Marketing Team Leader in developing The Natural Fibre Company's value added processing services, help grow the number of new and repeat customers and key accounts and manage orders from receipt through to completion.

KEY TASKS

Marketing

- Help deliver social media activities, including blog, newsletters, Instagram, Facebook and Twitter and prepare customer case studies and other updates for The Natural Company website
- Help with general marketing, particularly advertising, shows, relationships with breed societies, fibre sourcing
- Answer phone and take messages, deal with and record new enquiries
- Help deliver and report on market research and market intelligence
- Attend shows
- Prepare materials for shows
- Manage diary and support customer visits to the Mill

Customer support

- Record and manage existing customer enquiries
- Help with customer liaison
- Send out information packs, samples, fleece sacks
- Record sacks sent out and monitor for returns
- Organise sack and pallet collections
- Organise fleece and fibre supply to blend with or prepare customer orders
- Record incoming goods and check orders, chase where incomplete
- Maintain list of dye orders
- Deal with queries on processing or timeliness on schedules
- Prepare and record customer invoices for stage payments and completed orders
- Chase aged debtors
- Take and record customer payments
- Process refunds and credits
- Organise despatch of completed orders, including despatch notes, transaction certificates and organic compliance

- Record progress of key account orders
- Organise fleece collections and yarn deliveries at shows

Data management

- Update Outlook contacts and categories
- Update Mailchimp and other social media contact lists
- Maintain customer number master list
- Ensure price lists and other customer information are up to date and current on website
- Update KPIs
- Identify potential contacts from lists/internet research/directories
- Update customer contacts and renewals
- Maintain customer records, files and online files
- Maintain all necessary records for Soil Association and GOTS compliance

General

- Support all other staff as required
- Liaise with finance/book-keeping

SKILLS AND ABILITIES

Demonstrable written and oral communications skills

Good customer handling and manner

Good organisational skills and time management

Flexibility and the ability to work alone or as a member of a team

Proficiency with IT systems e.g. Mail Chimp, website content management and blog (Drupal), other social media, word processing, desktop publishing, accounting, spreadsheets and database

A degree in a relevant subject would be desirable although not essential

Full clean driving licence and use of a car

An interest in sheep/goat/alpaca farming, knitting/crafts and luxury, natural and ethical products

The role requires occasional travel throughout the country together with some evening and weekend working.

The work also requires the following physical requirements

- standing for long periods
- moving or lifting heavy and awkward loads
- handling raw fleece and fibre