

Job Description

Job title	Business Management and Marketing Graduate
Purpose of job	The purpose of the job is to provide support to the Surface Ship Systems Sales team and Business Development (Marketing) department.
Band	Graduate Programme
Reporting relationships	<ul style="list-style-type: none"> • Line Managed by the Sales Co-Ordinator and Personal Assistant to HOD for Surface Ship Systems. • Tasked by the Surface Ship Systems Sales team and Marketing Manager. • UK based but offering support to the ATLAS ELEKTRONIK sales support team in Bremen (Germany).
Staff responsibility	None
Budget responsibility	None
Scope	<p>The individual will provide support to the Surface Ship Systems Sales team's business development and bidding activities. They will also be working with the Business Development (Marketing) team. They will be expected to have a good understanding of marketing, the effect of this for our business and knowledge of the tasks required to support the marketing effort.</p> <p>Willingness to travel is essential, as part of the role is supporting the sales and marketing effort globally with the Bremen teams. The role requires a versatile individual who can proactively apply their skill set, to numerous activities and tasks.</p>
Location	Winfrith
Employment status	Graduate Programme
Knowledge, skills and personal qualities required	
<ul style="list-style-type: none"> • Degree in Marketing, Business Management or related subject • Interest or past experience in engineering or the marine industry • Demonstrate excellent written and verbal communication skills • Excellent interpersonal skills and be able to interact with people at all levels both within the company and externally • Able to build rapport and develop working relationships • Strong team focus • Strong time management skills • Ability to work independently at times under own initiative and drive with new ideas • Ability to use own initiative when working under pressure • Ability to lead and motivate others, maintain a high level of professionalism • Prioritise and manage personal workload to ensure deadlines are achieved. • Good research and analytical skills for market research • Willing to learn the principles of the export control processes in respect of exporting marketing materials • Willingness to travel in the UK and overseas • Computer literacy in order to operate information systems. Proficient in Microsoft Word, Excel, PowerPoint and MS project and knowledge would be an advantage 	
Challenges	
<ul style="list-style-type: none"> • Working in a dynamic and fast paced environment • Balancing conflicting requirements • Work effectively across multiple departments 	
Key accountabilities	
<p>Support to the Sales Team within the Surface Ship Systems Division:</p> <ul style="list-style-type: none"> • Owning the Divisions Life Cycle Management (LCM) review schedule and ensuring compliance to the LCM governance process. Scheduling and attending the reviews, minute and action taking / chasing / closing, ensuring the correct personnel are involved, procedures followed and the correct documentation is completed and retained. • Pull "standard price" bids together • Client Relationship Management (CRM) and opportunity database (Adding / updating Sales Opportunities, Contacts and Campaigns) • Campaign Planning • Collating information for data sheets / presentation material / press releases • Assist in maintaining road maps • Bidding support (Bid planning, set up SharePoint bid project sites, help manage sites, documentation) 	

planning, document template creating, proofing and editing documents)

- Maintain Surface Ships Intranet working areas

Support to the Business Development (Marketing) department:

- Assist in detailed market research and analysis across strategic market domains; researching competitor activity; analysing market demographics; identifying potential target markets or gaps in the market; reporting strategy analysis to senior management to ensure that all business development activities are optimised.
- Delivery of external marketing activities. Opportunity to support operational marketing campaigns and undertake various tasks within the marketing mix. This could include the creation and production of brochure and datasheet collateral, website content development, communications events management, press releases and customer briefings.
- Work closely with sales leads in managing sales campaign activities. This could involve maintaining CRM database, pipeline reporting, customer and competitor benchmarking and analysis.
- Assist in maintaining and enhancing the AEUK corporate image.
- Working alongside the sales support team in Bremen
- Planning, managing and executing of events to firm deadlines and delivery within allocated budgets
- Planning - Management and execution of marketing strategies
- Maintaining and enhancing the AEUK corporate image
- Attendance at trade shows

Behavioural requirements

- Must be a professional, flexible, reliable team player, who is pro-active with motivational drive and initiative to overcome problems quickly and effectively.
- Ideally have an assertive and confident approach to duties and individuals with strong interpersonal and well developed communication skills.
- Ability to work across multi-functional teams and business areas.
- Possess excellent organisational and time management skills that will equip the team and business with an efficient service
- The post holder will be required to develop knowledge of the processes and co-ordination of their appointed areas with the help in the first instance, but eventually will be expected to take full responsibility for their appointed tasks.