

Ross Technologies Ltd, trading as RossTech, is a software development company based in Bristol, specialising in email systems and online commerce. Founded in 2002 by Edward Ross, RossTech's aim is develop high quality software and online services, outshining the competition by only employing top-rate developers who deliver top-rate code. We pride ourselves on having the brainpower and technical know-how to provide usable solutions to complex challenges.

RossTech developed and runs: Tonsho Heavyweight Mail, for transferring large files by email & Tonsho Newswire for delivering high volume marketing newsletters to subscribers. In addition RossTech runs and resells Exorbyte Commerce Search in the UK.

GRADUATE SALES AND MARKETING MANAGER

ROSSTECH LTD

09/09/2011

JOB DESCRIPTION

OBJECTIVE

To drive sales of all major product ranges, including Tonsho Newswire, Tonsho Heavyweight Mail and Exorbyte Commerce Search online services. Establishing, developing and maintaining key partner & client relationships to ensure to continued growth and success of the Tonsho product range.

DETAILS

Full-time role based at our office in Winford Business Park near Bristol Airport. Salary is £22K per annum plus commission.

DUTIES

The duties of the Sales and Marketing Manager will include, but not be limited to, the following:

- Direct sales of Tonsho products
- Development and delivery of sales strategy
- Marketing activities such as management of sales lists, online marketing (SEO and SEM), newsletter distribution, market data management, writing copy etc
- Building business partnerships
- Lead generation and follow-up
- Managing the Social Media presence
- Market mapping and exploration
- Market research and intelligence gathering

EXPERIENCE

The successful candidate will be able to demonstrate knowledge of the following:

- Recent direct selling experience
- Understanding of online marketing, including SEO, SEM and email marketing
- Strategic thinking and business planning

The following would also be considered beneficial:

- Working within technical sales, ideally a software, hosted services or IT support company
- Experience marketing high tech products and services

PERSONAL

To be successful in this role, we anticipate that you will have some or all of the following qualities

- A passion for sales and marketing
- Have clarity of thinking and ability to grasp new concepts quickly
- Be of degree/MBA calibre
- Have a desire to succeed and nurture success around you
- Be outgoing and enthusiastic around the workplace

Apply by sending CV and covering letter to:

edward@rosstech.biz

or

Edward Ross, Ross Technologies Ltd, Winford Business Park, Bristol, BS40 9HJ