



Digital Sales & Marketing Specialist

Since its first commercial release in early 2006, MIDAS (<http://mid.as/>) has grown to become a world class web-based scheduling solution. Today, our global clients include Schools, Colleges, Universities, Churches, Leisure and Entertainment Venues, Community Centres, Training Centres, Sports Complexes, and Local Government establishments.

Role Summary

An opportunity has arisen for an experienced, highly motivated, self-employed sales and marketing specialist, based in North West England, UK, to join us to explore new sales avenues, and develop and implement marketing strategies.

Job Description

The successful applicant will;

Be responsible for developing and implementing marketing strategies to meet agreed company objectives.

Conduct and evaluate customer research, market conditions, and competitor data in order to develop marketing strategies and identify market requirements for current and future products.

Be responsible for the marketing of company products and services to appropriate markets whether B2B or B2C.

Develop an annual marketing plan in conjunction with the management. This should detail the year's activity to meet agreed company objectives.

Promote frequent, timely and positive media coverage across all relevant platforms (web sites, social media networks, etc)

Job Particulars

This is a work from home, commission based post.

25% commission will initially be paid on each new sale the successful applicant generates, with potential for future increases as the role develops. MIDAS currently retails between £459 - £3,732 GBP (*depending upon options purchased by the customer*), with a current average customer purchase value of just over £1,000 per sale. Initial commission rates would therefore typically fall in the region of £115 - £933 (average £250) per new sale generated.

The successful applicant will have access to our web site's Live Chat software, which allows visitors to the site to ask sales related questions about our software. (A compatible Windows computer and stable Internet connection will be required to use our Live Chat software)

As this is a commission based post, there are no fixed working hours, this is left to the discretion of the successful applicant.



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Person Specification

Note to Applicant: In your application you should provide evidence of meeting all points on the person specification, particularly those marked "E" as they are key criteria. The person specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively.

CRITERIA	KNOWLEDGE AND SKILLS	Essential / Desirable
Qualifications and Training	<ul style="list-style-type: none"> A relevant qualification in marketing, market research, networking skills, public relations, digital marketing, direct marketing, B2B marketing, email marketing, search marketing, or social marketing. 	D
	<ul style="list-style-type: none"> A relevant IT qualification 	D
Experience	<ul style="list-style-type: none"> Previous experience in sales/marketing, ideally in software or web based products/services 	E
	<ul style="list-style-type: none"> A strong understanding of customer and market dynamics and requirements. 	D
	<ul style="list-style-type: none"> Knowledge / Experience of managing Google Adwords campaigns 	D
	<ul style="list-style-type: none"> Knowledge / Experience of utilizing Social Media networks to promote a product/brand 	D
	<ul style="list-style-type: none"> Knowledge / Experience of LiveZilla Live Chat software (http://www.livezilla.net) 	D
Skills/Abilities	<ul style="list-style-type: none"> Excellent customer service and liaison skills 	E
	<ul style="list-style-type: none"> Excellent organisational skills 	E
	<ul style="list-style-type: none"> Self-motivated and ability to work independently and with own initiative 	E
	<ul style="list-style-type: none"> Excellent verbal and written communication skills 	E
	<ul style="list-style-type: none"> Good interpersonal skills 	E
Commitment	<ul style="list-style-type: none"> Excellent company product knowledge 	E
	<ul style="list-style-type: none"> An understanding of, and personal commitment to, the vision and values of MIDAS 	E
	<ul style="list-style-type: none"> Willingness to undertake appropriate training 	E

How To Apply

To be considered for this position, please email your CV and supporting information to work@mid.as

March 2013