



Sales & Digital Media Executive

Job Title : Sales & Digital Media Executive

Location :Barnsley, Yorkshire

Job Tags :Retail &E-Commerce Sales

A Rare Opportunity to become part of an Exceptional Team.

We are looking for a talented individual with a desire to succeed, who can deliver the very highest level of customer service and experience, to come and be part of our small, dedicated team at Bennett's Motorcycles.

We now want to build on our growth and success by employing a Sales and Digital Media Executive who will drive our presence across every digital media platform thus enhancing our position in the market and helping to deliver a truly exceptional brand experience to all our customers – both current and future. Our brands include the iconic Italian MV Agusta, Benelli, Italijet, SYM, Keeway, Hanway.

Working as part of a small team your job you will be to take the whole Brand Experience to the next level aiming to achieve the highest levels of customer satisfaction and loyalty. And, whilst you will undoubtedly have specialist knowledge and experience, teamwork, cooperation, and the ability to do what needs to be done will be key to your success within this team of dedicated and enthusiastic industry specialists.

With a focus very much on delivering the ultimate brand experience, the successful candidate will be experienced in leveraging maximum value from the world of digital media, communications, and PR, capable of adding significant value and profit to the business. You will understand that you are not just helping to sell a motorcycle but are in fact selling the fundamental brand values to build allegiance to Bennett's Motorcycles and create a lifelong customer.

You will be an important part of our team, spearheading our development and growth in all things sales and digital. You will be working with and reporting directly to the Managing Director.

Your key responsibilities:

- Day-to-day management of all online motorcycle, parts, accessories
- Managing our social media platforms
- Managing and maximising opportunities to enhance eCommerce traffic, conversions, and sales leads to finish.
- Developing our Digital Media & Sales strategy and building new campaigns
- Adhering to manufacture dealer standards
- Ensuring your activity is targeted at converting customers and building loyalty
- Creating and developing all Bennett's digital content
- Work closely with other parts of the business to provide digital support and advice
- Measure and report performance of all campaigns
- Creating content for blogs, vlogs, newsletters etc.
- Initiate, negotiate, and close the sale of new and used motorcycles with associated products
- Explain other products and services we offer which may also be of benefit to the customer

- Ensure that anyone visiting is made to feel welcome and valued
- Conduct follow up and prospecting calls
- Work productively and effectively within a team
- Actively record all customer data accurately on the dealer management system
- Attend training on a regular basis to maintain product knowledge/compliance
- Overcome obstacles and provide solutions for customers
- A desire to be thorough, reliable, pro-active and professional

Essential

The successful candidate will have:

- A broad understanding of digital marketing such as database marketing and email marketing
- An up-to-date knowledge of digital marketing trends and development.
- Previous experience working on digital marketing campaigns
- Confident with Photoshop, numbers, spreadsheets and creating reports
- Experience in a similar role is preferred but not essential
- Flexibility to adapt to the demands of a seasonal business
- Knowledge of analytics and reporting software
- Strong interpersonal skills and the ability to work on your own as well as part of a small team
- A very good attention to detail
- Great copywriting skills for creating compelling copy
- A genuine passion for motorcycles.
- A full motorcycle licence is essential.
- Excellent communication skills (written, face to face and telephone, email)
- Customer focused with high attention to detail
- Ability to persuade and negotiate
- Able to organise and prioritise own workload with minimal supervision
- Excellent administration skills

Benefits

A competitive salary package will be awarded to the successful candidate which will fully reflect your qualifications and experience in this field.

The opportunity to work with and represent one of the motorcycle market's most exciting and successful brands, working very closely with this well-established team. This is a new position and as such you will have the opportunity to establish yourself in the role from scratch.

Please send your CV by Email to

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By Mail

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