**Blas ar Fwyd have an opening for a** Sales and Marketing Affiliate.

The successful candidate will be based at our offices in Llanrwst and will work suppliers, customers and the team to promote and improve sales across the company.

**What you’ll do – key duties**

* To analyse existing industry sales and marketing practices within the Industrial partners’ operations and implement interventions that aim to improve these functions.
* To report on steps needed to embed improvements within the industrial partners’ premises in accordance with best in class sales and marketing practice.
* Implement sales and marketing systems where required via a variety of methods, using a structured approach and to an agreed timetable.
* Develop and deliver a programme to embed the principles of the new methodologies to be adopted.
* Undertake a formal evaluation of the project.

**What you’ll bring – essential experience & strengths**

* Relevant industrial experience is essential if the education / qualification specifications are not fully met. Experience may include sector specific or exposure to food or food related industries.
* Willingness to undertake further training/development specific to the project goals and objectives
* Computer literate, including, information searching, databases and spreadsheets.
* Self-motivation, enthusiasm and ability to work under own initiative

**Person Specification**

**Education and Qualifications (Essential)**

5 GCSE’s including English and Mathematics at grade C or above, or equivalent qualification HNC/D or above in a relevant science or business subject (e.g. food science, microbiology, marketing etc.) or see experience below

**Education and Qualifications (Desirable)**

BSc (Hons) or above in a relevant science or business subject (e.g. food science, microbiology etc.)

**Knowledge (Essential)**

Project specific knowledge relating to themes within the Scheme (e.g. sales, marketing, communication, new product development, etc.)

**Knowledge (Desirable)**

Understanding of statutory requirements and their impact upon the working environment.

**Skills and Abilities relating to role (Essential)**

Computer literate, including, information searching, databases and spreadsheets.

**Skills and Abilities relating to role (Desirable)**

Interpersonal skills to relate to a variety of professionals and food manufacturing personnel in a multi-cultural environment.

**Experience paid / unpaid (Essential)**

Relevant industrial experience is essential if the education / qualification specifications are not fully met. Experience may include sector specific or exposure to food or food related industries.

**Experience paid / unpaid (Desirable)**

Industrial work experience in the food industry

**Other Requirements (Essential)**

Demonstrable ambition to develop a management career in the food industry. Ability to develop working relationships with organisations and business partners. Willingness to undertake further training/development specific to the project goals and objectives. Self-motivation, enthusiasm and ability to work under own initiative. Appreciation of the importance of confidentiality. Ability and willingness to travel to Cardiff Metropolitan University sites and other locations

**Other Requirements (Desirable)**

Creative thinker, able to put ideas into practice.

Salary: To be discussed.

If you have any questions regarding the role please email [criw@blasarwfyd.com](mailto:criw@blasarwfyd.com)