

Sales and Marketing Officer - Job Description

* 0.8 FTE
* 35 hour week £25,000 per annum pro rata
* Line Manager – Director Izzie Eriksen
* Location of job – 47 Haggs Road, Glasgow G414AR, at schools and venues

**Summary**

ApparelXchange has been operational since March 2018 and is an ambitious social enterprise committed to lowering the impact of clothing on the environment and society. We have a vision to position social and circular business solutions are the forefront of economic growth in Scotland.

ApparelXchange is dedicated to revoluntionising the use of clothing by focusing on the reuse and repair of school uniform, developing a circular service model and influencing the behaviour of school aged children and the wider community.

This new role is funded by Glasgow City Council’s Cooperative and Social Enterprise Fund until March 2020 with the intention of this period extending as the business grows.

The role will work closely with the Director, to drive up ApparelXchange’s profile and product sales through marketing campaigns and developing the sales channels including the new e-commerce store. Working from the existing retail space, the successful candidate is required to be flexible, manage and initiate their own workload and be able to work some evenings and weekends as part of our small and dedicated team.

ApparelXchange is a supportive and flexible organization. The candidate will require a car and clean drivers license.

**Roles and Responsibilities**

* To develop and implement a comprehensive marketing strategy which increases the profile of ApparelXchange and grow the income generation of the business. The implementation and delivery of the strategy will require monitoring and evaluation to continually improve.
* To effectively engage with media channels, to create press and media coverage for campaigns and events and use social media to drive up recognition and the organization to a wider community of interest.
* To develop and implement appropriate policy and procedure associated with sales and marketing through a number of channels, adhering to consumer trading requirements.
* To engage and work with external stakeholders who can support the delivery of the marketing strategy and who can support the increased growth in sales, developing meaningful and costed services with partners.
* To work closely with the Volunteer Support Officer to engage volunteers in the sales and marketing activities
* To monitor, record and evaluate data on sales and marketing which contributes towards economic, environmental and social impact targets agreed with line manager
* To report on progress towards targets, high lighting good news stories and escalating issues in a timely manner.
* To manage all expenditure within the marketing budget and ensuring all receipts are retained.
* To attend events, conference and training which enhances role to deliver and increase the profile and income generator.
* To undertake any other tasks requested by line manager within reason and to support the wider development of the operation.

Essential Qualities

* Experienced sales and marketing manager, with expertise in developing and delivering campaigns
* Demonstrable social media knowledge and experience.
* Contacts within media channels to generate press coverage.
* Demonstrable experience in the development of collaborations and partnerships.
* Demonstrable experience in retail, merchandising and customer services.
* Car and clean driving license

