

**JOB DESCRIPTION**  
**Commercial Sales & Marketing Manager**  
**Vacancy Reference: N480**

<b>Job Title:</b>	COMMERCIAL SALES & MARKETING MANAGER	<b>Present Grade:</b> 5S
<b>Department/College:</b>	LUSU	
<b>Directly responsible to:</b>	Director of Commercial Services	
<b>Supervisory responsibility for:</b>	2 x Student Staff members; indirect solutions team student staff	
<b>Other contacts</b>		
<b>Internal:</b>		
<b>Retail Staff, Marketing &amp; Communications Team, LUSU staff and others</b>		
<b>External:</b>		
<b>Advertisers, Students, Purple Card partners</b>		
<b>Major Duties:</b>		
<p>To carry out sales &amp; marketing activities for LUSU, in particular sales activities surrounding the Purple Card, campus advertising and the execution of research to support the aforementioned [in consultation with appropriate managers]. To ensure the effective distribution of On and Off-line advertising and promotional material/activities directly and through effective management &amp; supervision of student staff teams (both direct and in-direct reports).</p>		
<p>1. To develop and execute advertising and promotional campaigns for LUSU commercial activities.</p>		
<p>2. To design and execute market research activities as requested by the Director of Commercial Services.</p>		
<p>3. To lead in the sales and promotional activity of the Purple card [or other similar discount schemes].</p>		
<p>4. To promote advertising opportunities to external organization and businesses and sell those opportunities according to LUSU procedures and be the first contact for advertising enquiries.</p>		
<p>5. To ensure the effective distribution of LUSU promotional information and materials eg social media, mailings, in print and direct contact.</p>		
<p>6. To carry out administrative duties to ensure the successful operation of LUSU commercial activities.</p>		
<p>7. In addition to the above, to carry out any such other duties comparable in responsibility, as may be directed by the Director of Commercial Services / Chief Executive Officer.</p>		