

Job Vacancy: Advertising Sales Executive – Light Commercial Vehicles

Salary: Basic £20K PA plus Bonus

Contract type: Permanent

Hours: 42.5 per week plus 2 Saturdays per month

The Role

As an Advertising Sales Executive, you will report directly to the Business Owner, and manage the online advertising for Vans 365.

You will be responsible for ensuring that all photography, video and the vehicle feature fields are completed correctly on the dealer management and system and all the other vehicle fields are completed correctly prior to any uploads to the various websites including:

- Vans 365
- Autotrader
- Gumtree
- eBay

Vehicles arriving on site must be parked in the correct area and advertised within a 24-hour period of arrival unless extensive maintenance issues dictate otherwise:

- Min Four Corners
- Video
- Min 20 images once vehicle has been through the PDI process

Other responsibilities will include greeting and liaising with our customers whenever there is a need and fielding those enquiries to the relevant person.

Excellent customer service is a key part of our business culture and you will deliver an “Easy, Fast & Friendly” experience for any customer visiting Vans 365 across all communication options including email, text, face to face, chat or phone. You must also maintain good communication with our workshop, external suppliers, sales and valet teams.

Other duties include:

- Managing the Dealer Management database and ensuring that all appropriate fields are up to date and ready for all Automated Feeds and uploads.
- Managing external Portals to ensure that all stock is loaded correctly and all fields completed in line with the correct standard
- Managing photographs and ensuring that every vehicle has a minimum of 20 images loaded correctly on all online sites
- Managing our advert performance on a daily basis by checking the portals to benchmark against competitors and ensure maximum search potential.
- Relocating all photographed stock on site to the appropriate area of the forecourt – PDI or For Sale.
- Checking each morning before 10am that every advertised vehicle online and with the Dealer Management System to ensure all vehicles match and meet the advertising criteria

- Liaising with the Purchasing manager to ensure all targeted advertising dates are met and accounted for
- Working with and managing the CRM System to update any new records that may be created via a customer enquiry
- Keeping up to date with new products, features, accessories and associated benefits
- Liaising with the Business Owner, Sales Teams and Finance to ensure that all advertised stock is communicated clearly.

The Candidate

The ideal candidate for this role must:

- Have at least 1-year customer service experience, ideally within the automotive industry. This is an ideal but not essential requirement
- Have a passion for advertising, good copy writing and visual presentation
- Be prepared to learn about advertising online and the key components that make up an effective advertisement
- Great communication skills
- Be able to work alone or as part of a team
- Understand targets and be committed to perform and exceed targets
- Good numeracy and writing skills.
- Hold a full Driver's Licence
- Be computer literate and understand Word, Excel, PowerPoint and Photoshop
- Good understanding of social media including Instagram, Facebook, Twitter & YouTube
- Have a great positive attitude

Other essential qualities you should be able to demonstrate include an ability to:

- Prioritise your own workload
- Work without close supervision, using your own initiative
- Work with accuracy, paying close attention to detail
- Work under pressure and meet deadlines
- Work flexibly as part of a team

How to Apply

To apply for this position, please submit your application to:

Jordan Franklin, Vans 365, Staunton Lane, Whitchurch, Bristol, BS14 0QL

Email: jordan@vans-365.com