

Job Specification

Sales & Marketing Coordinator

Customer Perceptions / Optimum Results Group

Role Overview

We are seeking a highly organised Sales & Marketing Coordinator to support our business development, marketing activity and tender processes.

This role plays an important part in ensuring our sales and marketing operations run smoothly. The successful candidate will support lead generation activity, maintain our CRM system, coordinate marketing content, and provide administrative support for sales meetings, proposals and tenders.

The role enables our senior team to focus on strategic business development, partnerships, tender strategy and client relationships while ensuring supporting activities are delivered efficiently.

About Us

Customer Perceptions and Optimum Results are part of a growing Irish business group focused on helping organisations improve performance, customer experience and business growth.

Customer Perceptions specialises in consumer research and insight services including mystery shopping, customer surveys, focus groups, audits and benchmarking programmes. We work with organisations across Ireland and the UK to provide actionable insights that improve service delivery and operational performance.

Optimum Results delivers professional training and consultancy services to both private and public sector organisations. Our programmes cover leadership, management development, customer experience, sales and business growth, alongside eLearning solutions delivered through our digital learning platform.

Together, our teams combine research insight with practical training expertise, helping organisations turn feedback into meaningful improvements across sectors including retail, hospitality, transport, financial services, healthcare and the public sector.

Key Responsibilities

Sales Administration

- Maintain records of leads, opportunities & client interactions within the CRM
- Update contacts, companies, deal stages and opportunity status
- Track proposals submitted and maintain proposal records
- Assist with preparing proposal templates and supporting documentation
- Prepare briefing notes and background information ahead of client meetings
- Send follow-up emails and support general sales administration
- Support the development and organisation of company case studies

Lead Generation Support

- Manage LinkedIn outreach campaigns using tools such as Dripify
- Build prospect lists and upload contacts into CRM systems
- Monitor responses, connection requests and engagement
- Flag potential leads for follow-up by the relevant team member
- Track outreach activity and performance
- Conduct competitor analysis and market monitoring

Tender Administration

- Monitor procurement portals and alerts for relevant tender opportunities
- Download and organise tender documentation
- Maintain a tender tracker with deadlines and submission requirements
- Prepare standard company information sections for tenders
- Compile supporting documents including policies, certifications & case studies
- Format submissions and assemble appendices
- Upload final submissions to procurement portals
- Maintain a library of previous tenders and supporting materials

Marketing Coordination

- Support management of the marketing content calendar
- Schedule and publish LinkedIn and social media posts
- Upload blogs, news items and case studies to company websites
- Assist with updating marketing materials and brochures using Canva
- Maintain organised marketing asset libraries

Meeting & Sales Process Coordination

- Attend weekly sales meetings and prepare agendas where required
- Take detailed notes, record actions and circulate follow-ups
- Maintain a central tracker of sales actions and tasks
- Schedule meetings with prospects and clients
- Support coordination between sales and marketing activities

Reporting & Tracking

- Maintain sales pipeline and lead tracking reports
- Generate CRM activity and pipeline summaries
- Track marketing campaign engagement and activity metrics
- Support preparation of internal reports for management review

Key Skills & Experience

- Strong organisational and administrative skills
- Excellent written communication skills
- High attention to detail and ability to manage multiple deadlines
- Proficiency in Microsoft Office (Word, Excel, PowerPoint)
- Strong document formatting and professional report preparation skills
- Experience working with CRM systems such as HubSpot or similar platforms
- Experience using Canva for marketing content creation
- Experience supporting sales or business development teams an advantage
- Experience managing LinkedIn or digital outreach campaigns an advantage
- Familiarity with WordPress/website content management systems an advantage
- Experience preparing tenders, proposals/professional documents an advantage

Personal Attributes

The successful candidate will be:

- Highly organised and detail oriented
- Proactive and comfortable following up on actions
- Digitally confident and comfortable using multiple platforms
- A strong communicator with professional written skills
- Able to manage multiple priorities and deadlines
- Interested in supporting business growth and sales activity

Why Join Us

We are a collaborative, supportive team that values initiative, organisation, and continuous improvement. This role offers exposure across sales, marketing, business development, and tender management, working closely with senior team members across the organisation. Benefits include:

- Hybrid working model (after probation period)
- Flexible working hours
- Employee wellbeing initiatives
- Learning and professional development opportunities
- Opportunities for career progression
- Pension scheme (after probation period)
- Bonus scheme (after probation period)
- Cycle to Work Scheme
- Regular team activities and social events
- Kitchen facilities and free on-site parking

How to Apply

If you are interested in this role, please apply via LinkedIn or send your CV and a short cover note to: lynn.carr@customerperceptions.ie