

**Job Profile**

**Role Title** Roadwise Marketing and Sales Coordinator
**Department** Roadwise Driver Training CIC
**Salary** £23,343 - £26,735
**Working hours** 36.25hrs per week (F/T but would consider P/T applications for job sharing)
**Location** Remote and/or Hybrid with office space available in Aberdeen

**Why?** Support improved road safety skills of all who learn and train with Roadwise

**What?** Manage and coordinate all aspects of sales, delivery logistics and marketing of driver training services targeting corporate and learner markets working alongside Roadwise driving instructors

**Key Competencies**

* Coordinate and process enquiries for learner driver training working closely with RDT instructors across Northeast Scotland to ensure healthy pipeline and effective allocation of pupils
* Respond to UK wide corporate enquiries identifying solutions to client’s driver training needs, issuing sales proposals and quotations in a timely and professional manner
* Respond to enquiries from people interested in training to become an approved driving instructor working with the Roadwise team to nurture new talent
* Manage changing situations to ensure all training requirements are met
* Work alongside RDT Driving Instructors to ensure services and training are delivered effectively and to a high-quality standard
* Maintain and improve administrative systems driving operational efficiency
* Able to prioritise and manage competing demands; retaining great attention to detail
* Nurture good communication with all Roadwise franchised driving instructors and coordinate monthly meetings
* Liaise with Aberdeen Foyer’s Finance team to ensure smooth financial administration
* Liaise with Aberdeen Foyer’s Communications Manager to coordinate digital marketing plus content creation and management of Roadwise social media platforms and website

**Behaviours**

* Proactive, highly organised
* Solutions focused approach – resourceful and self-motivated
* Good judgment and self-awareness; knows when to seek advice and guidance
* Honest, compassionate and a sense of humour
* Committed to getting things done – results oriented
* Enjoys and takes pride in delivering a great customer experience
* Thoughtfully confident communicator in both verbal and written form

**Qualifications & Experience**

* Business Administration or relevant qualification and/or commercial experience preferred
* Excellent communication and strong interpersonal skills
* The ability to talk to all levels of company representatives and stakeholders
* Customer service or related experience
* Sales experience desirable but not essential
* Knowledge of the driver training industry would be an advantage
* Excellent IT skills (MS Office, MS Teams, Google Business, basic CRM)