

### Digital Sales & Marketing Manager

**Job Location:** Birmingham, UK

**Job Type:** Permanent, Full Time

**Salary:** £28,000 – £30,000 per annum DOE

#### About the Company:

BSEL operates through an extensive network of independent retail money transfer agents, with over 300 based in the UK and c.300 more partnered with the company's European business units. The company has an aggressive plan to expand across Europe over the next few years whilst maintaining its commitment to increasing financial inclusion.

The Digital Sales & Marketing Manager is responsible for planning, development and the implementation of all of the Organization's digital business and budget planning, marketing and communications, public relations activities, both external and internal.

You must direct the efforts of the digital sales, marketing, communications and public relations staff and coordinate at the strategic and tactical levels with the other functions of the Organisation.

**Reportable to:** Head of Global Business

#### Duties and Responsibilities:

- Cold call existing customer database to promote online service
- Support online customer registration queries
- Call up potential customers to introduce and encourage using our mobile app
- Kiosks installation and kiosks management
- Manage back office team members
- Support localised events and promotional activities
- Ensure that the Organisation regularly conducts relevant market research and coordinate and oversee this activity. Monitor sales trends and report to CEO on regular basis.
- Guiding call Centre support teams, complaints handlers, products and services delivery teams.
- Optimize marketing materials to increase sales through search engines, mobile apps, social media and other marketing strategies.
- Plan and execute how to increase digital sales - assist in the formulation of strategies to build a lasting digital connection with consumers
- Provide yearly business plan of digital sales and marketing and budget
- Produce monthly actual sales report against the forecast

#### Required Skills:

- Analytical, with the ability to interpret information, news, data and research quickly – and distil the most important/relevant information to build intelligent sales strategies for businesses of all sizes.
- Credible, articulate, confident and tenacious, with the gravitas and credibility to build relationships with executives at all business levels.
- Should be able and willing to work outside normal hours when necessary.
- Must be able to set sales targets and define strategy to achieve these targets and to follow the set strategy punctually.
- Bengali speaking (Preferred)

**If you think that you are suitable for this Digital Sales & Marketing Manager role, please apply now!**

**How to apply for the job:**

Applicants can come in person to hand in their CV and Cover Letter to our Head Office or send a CV and Cover Letter to: [jobs@bracsajaanexchange.com](mailto:jobs@bracsajaanexchange.com)

Alternatively applicants can post their CV and Cover Letter to the below address:

BSE Jobs  
BSE House  
BRAC Saajan Exchange Ltd  
160-162 Lozells Road, Birmingham  
West Midlands, B19 2SX  
United Kingdom

**Note:** Please mention the job reference number found at the top of this document when you are applying.