

## **JOB TITLE: Senior Sales & Marketing Coordinator**

**POSITION REPORTS TO:** Head of Sales

### **Company Overview:**

Nordic Homeworx is a leading wood flooring company dedicated to delivering premium flooring solutions to both residential homeowners and commercial clients. Our commitment to quality, innovation, and exceptional customer service sets us apart in the industry. We are currently seeking a highly organised and proactive Senior Sales & Marketing Coordinator to support our sales, marketing, and export initiatives.

### **Position Overview:**

The Senior Sales & Marketing Coordinator will play a key role in ensuring the smooth execution of both local and international sales and marketing operations. This includes supporting the internal coordination needs of the Business Development Manager, aligning the efforts of the Sales, Marketing, Operations, and Project Coordination teams to ensure smooth and efficient processes across all departments, and maintaining oversight of sales processes, documentation, and CRM systems. The ideal candidate is experienced, detail-oriented, and capable of managing multiple priorities in a fast-paced environment.

### **RESPONSIBILITIES:**

#### **Marketing Support**

- Coordinate marketing materials, sales presentations and visual assets in line with brand guidelines.
- Assist with updating and maintaining the company website, including but not limited to products, project portfolio and campaigns and landing pages.
- Support the organisation of marketing initiatives such as client events, exhibitions, master classes, coffee mornings and trade shows.
- Help track and report on social media performance and campaign results, with a focus on engagement, reach and lead generation.
- Manage and maintain the digital asset library (images, videos, brand templates) to ensure easy access and consistency across teams.
- Provide support in preparing internal marketing reports and coordinating with external vendors or agencies when needed.

## **Sales Support**

- Act as a key internal support to the Head of Sales by coordinating cross-functional initiatives and ensuring alignment across sales, operations, and project teams.
- Provide direct support to the Head of Sales in managing client communications and follow-ups, ensuring timely and professional responses to inquiries.
- Coordinate and schedule meetings with clients, designers, contractors, and developers on behalf of the Head of Sales.
- Assist in the preparation and dispatch of sales proposals, quotations, and client-facing documentation, ensuring accuracy and alignment with brand standards.
- Assist in preparing internal sales reports, performance summaries, and pipeline analyses to support strategic decision-making.
- Monitor CRM data quality and provide insights to improve forecasting, lead management, and sales processes.
- Support the development and implementation of internal sales procedures, ensuring consistency and efficiency across the team.
- Coordinate the execution of internal sales initiatives, follow-up actions, and team communication on behalf of the Head of Sales.
- Help identify internal bottlenecks, recommend process improvements, and track the progress of strategic sales goals and KPIs.

## **Business Development Support**

- Support the Business Development Manager with scheduling, document preparation, and internal communication.
- Help coordinate communication between internal teams and international clients or distributors.
- Facilitate administrative processes and reporting for export-related projects, ensuring alignment with internal operations.
- Assist with documentation for international project handovers and logistics coordination.

## **Cross-Departmental Alignment**

- Serve as the main point of coordination between the Sales, Operations, and Project Coordination teams.
- Ensure consistent and efficient communication across departments to avoid delays and misalignment.
- Monitor workflows and task assignments to support smooth transitions from sales to operations and project execution.
- Help maintain process documentation and establish best practices to improve interdepartmental efficiency.

## **QUALIFICATIONS / KEY SKILLS REQUIRED:**

- High school diploma or equivalent; Associate's or Bachelor's Degree in Business or a related field is a plus.
- Proven experience in an administrative or support role is a must, preferably in a sales environment.
- Knowledge of sales processes is a plus.
- Strong organisational skills with keen attention to detail.
- Ability to work independently and collaboratively within a team.
- Problem-solving skills and the ability to handle multiple tasks and deadlines.
- Customer-focused attitude with strong interpersonal skills.
- Excellent written and verbal communication skills.
- Must be highly proficient in Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace, and CRM systems

## **BENEFITS:**

- Competitive compensation package.
- Opportunity to work in a dynamic and collaborative environment.
- Access to professional development and growth opportunities.
- Potential for career advancement within the company.

## **WHY JOIN US?**

If you are an organised and detail-oriented individual who thrives in a supportive role within a Sales & Marketing team, we encourage you to apply by submitting your resume and a cover letter outlining your relevant experience and qualifications to [careers@nordichomeworx.com](mailto:careers@nordichomeworx.com).