



Title: Sales Campaign Specialist

Company Overview:

Greyhound Recycling is a leading waste management company that is committed to providing sustainable and efficient solutions for businesses and households. We are committed to recycling and are constantly innovating and educating to reduce the amount of waste that goes to landfill.

With a strong focus on customer satisfaction, we strive to deliver exceptional service and promote environmental stewardship.

Our business is built on our people. We employ over 200 people at our Crag Avenue facility and all our profits are re-invested in the company.

All our operational processes focus on facilitating recycling, composting, and working towards a greener, cleaner world.

We are seeking a highly motivated and detail-oriented Sales Campaign Specialist to join our dynamic team in Greyhound. The ideal candidate will possess strong analytical skills, a deep understanding of logistics, and a commitment to optimizing efficiency and sustainability in waste transportation processes.

Key Responsibilities:

- Develop and execute comprehensive sales campaign strategies aligned with organizational goals.
- Collaborate with the sales and marketing teams to identify target audiences, key messaging, and campaign objectives.
- Develop and implement digital strategy for the required campaigns.
- Conduct social media audits on the target audience for specific campaigns.
- Identify creative brand promotion opportunities.
- Support the team with market research, report writing and presentations, as required.
- In field market research required to identify key areas for specific campaigns.
- Manage growth strategies based on product sales analysis.
- Research and share market trends and insights to develop business opportunities.
- Conduct field and desk research to identify trends and conduct in dept market analysis.

Experience & Skills

- Bachelor's degree in Marketing, Business, or a related field.
- Proven experience in sales campaign planning and execution.
- Excellent project management and organizational skills.
- Analytical mindset with proficiency in using data to drive decision-making.
- Effective communication and collaboration skills.
- Strong analytical skills



- A proactive self-starter with excellent attention to detail
- Ability to work on multiple projects simultaneously and meet deadlines
- Experience in waste management or related industry is a plus
- A keen interest in social media and its latest trends

- Results orientation, problem solving and proactiveness
- Creative, energetic and self-motivate
- Driving Licence cat B

Benefits:

- Competitive salary
- Holiday entitlement 20 days
- Free parking on site
- Training and Development - Support with continuous development
- Progression Opportunities
- Employee Assistance Programme.
- Education Support
- Online Training
- Bike to work scheme.
- Sick pay

Job Type: Full-time, Permanent

Schedule:

- 8-hour shift
- Day shift
- Monday to Friday

Join Greyhound Recycling and become part of a dedicated team that values customer service excellence and environmental sustainability. Apply now to contribute to our mission of creating a cleaner and greener future.