



RECRUITMENT PACK

Thank you for your recent enquiry regarding vacancies at Guava.

We have put together some introductory information about the company and the vacancy advertised; we hope you find this useful.

Details of how to apply are contained within this pack; please read these carefully before submitting your application.

We look forward to hearing from you.

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About Guava

Guava is a fresh thinking digital marketing agency with offices in the UK, Denmark and Sweden. Our team has been involved in the Internet and online marketing since 1996.

As a business focused company, rather than a design led one, we provide the services that make an internet project a success.

Utilising Guava services clients can:

- increase sales
- generate quality leads
- improve content access

We deliver the best online marketing services, faster and more efficiently than anyone else, by pushing the boundaries of what can be achieved via the internet with new technology.

A brief history

Guava has two offices in the UK in Berkshire and Cornwall.

The Cornwall office was formally known as Neutralize; a company founded by Lucy Cokes in 1999 with the objective of becoming the UK's market leader for, reliable and unbiased online marketing consultancy services. Neutralize fast became one of the industry's leading SEM agencies.

The Berkshire office, formerly known as Guava Ltd, was founded by Graeme Radford and Paul Newman in 1998. Specializing in SEM and web development Guava Ltd grew into a very successful business, working with a range of clients.

In 2007 both Neutralize and Guava Ltd were bought out to become part of a pan-European group called Notabene. In May 2008 the entire group re-branded as Guava.

In the UK Guava specialises in Search Engine Marketing and Web Development (Berkshire office only). Our aim is to reach new heights in marketing performance on behalf of our clients.

Our services

As a leading UK full service digital marketing agency, Guava help clients to reach new heights in return on investment out of Organic search engine optimisation (SEO), Pay-Per-Click (PPC) search engine advertising and web development.

By using a unique mixture of search engine marketing services, Guava can help ensure you reach the maximum number of potential customers online. We integrate the chosen mix into a full 360-degree search marketing service optimising our client's online presence and increasing campaign potential.

- Organic search engine optimisation

Our full service search engine optimisation packages ensure indexability and maximum visibility within algorithmic search engines

- Pay-Per-Click management

Sophisticated planning, rules based bidding and guaranteed performance-based results, along with our leading bid gap management services assure optimum ad delivery and reduced costs

- Web development

Blending strong design and content with seamless functionality and expert support

You'll find more information on our website: www.guava.co.uk

Recruitment process

We have enclosed a number of documents relevant to the post in which you are interested:

Job Specification - this outlines the scope of the post and indicates the day to day tasks and responsibilities involved.

Person Specification – this highlights the essential skills and criteria required to fulfil the role and desirable qualities we are looking for in the successful candidate. It also details the particulars regarding the hours, package and office location.

Application Form – all candidates are asked to complete the Guava application form in full.

Candidates will be measured against the essential and desirable criteria we have identified in the 'Person Specification', so please ensure that you demonstrate how you meet these requirements in your application form under 'Suitability for the role'.

Diversity Monitoring Form – all candidates are asked to complete the Guava Diversity Monitoring form in full and return along with your application form. Guava is an Equal Opportunities employer and uses this information only for the purposes of monitoring.

Completed application forms and diversity monitoring forms should be emailed to janine.laity@guava.com

CVs – please note that submitting a CV alone will not be sufficient to be considered for this role. CVs will only be considered in conjunction with a fully completed application form.

Interviews - all applications will be reviewed after the closing date and those candidates short listed will be required to attend an interview at our Cornwall office. Candidates will be asked to bring to interview proof of identity (i.e. passport), work status (i.e. appropriate Visa's if required) and proof of qualifications.

Overseas applicants – please note that whilst Guava welcomes applications from overseas applicants we can not employ any person who does not hold a valid UK work visa, nor are we able to assist with your application for such a visa. All employees will be expected to commute daily to their base office.

If you believe you have the skills we are looking for then please submit your application form and diversity monitoring form to janine.laity@guava.com or call Janine Laity on 0870 063 0707 if you require further information.

Job Specification:

SALES EXECUTIVE

Goal: To proactively develop the business and promote the key services through outward contact with potential clients.

Reporting to: Business Development Manager and General Manager

Responsible for: Generating new sales and encourage existing clients to resign for extended business.

Duties:

- To gain a deep understanding of the search marketing industry
- To achieve targets and objectives outlined in your annual appraisal through a proactive approach to business development
- To actively promote the business and its services
- To generate new sales leads and actively follow up on sales enquiries and deliver proposals to clients in a timely manner
- To manage the sales process from initial contact through to order
- To liaise with the Project Manager to update work schedules and flag up any potential incoming orders
- Maintain an ongoing relationship with clients, to offer additional services where possible and to encourage clients to resign at the end of their contract
- Obtain understanding of working brief and document as appropriate
- Attend and contribute to project/client meetings where necessary
- Maintain records in Goldmine as appropriate and ensuring client contact details and forecasts are up to date at all times
- Ensure all related documents are filed in an orderly manner
- To maintain and update records relating to working practices and procedures for use by other team members
- Travel to industry events where applicable
- To communicate effectively with other team members and provide feedback where necessary
- To pursue continuing professional development in relation to the role and its duties and responsibilities as agreed through appraisals or at other times
- To undertake ad hoc assignments from time to time and other duties as requested by management
- To bring to the attention of the marketing and technical teams any PR, marketing opportunities or industry developments that may arise as a result of your work
- To understand and ensure the full observation of your contract of employment, the companies operating procedures and policies and it's health and safety obligations

Person Specification

SALES EXECUTIVE

We are looking for an energetic Sales Executive to join our dynamic sales team working in this rapidly growing industry sector.

Company: Digital Marketing Agency with offices in Berkshire and Cornwall, working for clients such as London Stock Exchange, Confused.com, Nestle and Black and Decker.

Salary: £60,000 O.T.E (uncapped) + Benefits (Note: basic salary is circa £20,000 - £25, 000 depending on experience)

Location: Hurst, Berkshire

Start Date: October 2009

Contract: Permanent, full time contract subject to satisfactory completion of a 3 month probationary period, after which there is a 3 month notice period.

Deadline for applications: Monday 14th September 2009 at 12 noon.

Outline: You will be responsible for delivering sales against target of Guavas industry leading paid and organic search engine marketing services. Working closely with the companies internal delivery teams to refine the sales proposition you will be tasked with generating and developing new business leads in conjunction with the marketing team.

Skills: Experienced in media sales, you will have a proactive approach to sales with proven experience dealing with clients at all levels within multiple industry sectors. You will be a self motivated individual and have the ability to generate your own leads and manage your own workload. You will possess excellent communication and negotiation skills. You will have good presentation skills and be willing to travel to industry events. You will enjoy a target driven role and be adaptable and able to learn quickly

Education: Ideally you will be educated to degree level and have a proven track record in media sales.

Work environment: You will be expected to be hard working, diligent, quick thinking and eager to learn as much about the internet, IT and online marketing as possible; you will be working with a young team of highly Internet savvy individuals who want to have fun at the same time as ensuring the success of the company.

Essential & desirable criteria: The essential skills and criteria required to fulfil the role and the desirable qualities we are looking for in the successful candidate are detailed below; please demonstrate how you meet these criteria in your application form:

Skill Area	Essential Criteria	Desirable Criteria
Education / Qualifications	GCSE English and Maths at grade C or above	Educated to Degree level
Experience	Proven experience in business to business sales Proven ability to meet targets Consultative approach to sales	Background in new media/advertising sales
Communication	Excellent verbal and written communication skills Good negotiation skills Ability to network	Ability to create and deliver presentations to a wide ranging audience
IT	Fully conversant with Microsoft office applications (Word, Excel, PowerPoint), email and Internet	Experienced user of Goldmine
Other Skills	Sound analytical skills Attention to detail Hard working and flexible Self motivated/managed Team player Ability to work to tight deadlines	Up to date knowledge of the search marketing industry A keen interest in Internet development
Miscellaneous	Permission to work in the UK Own transport Full drivers license Must be willing to travel where necessary	