**JOB SPECIFICATION Closing Date: 21.08.15.**

**Title – Architectural Advisor/Specification Manager**

 **Central/Greater London**

**Reporting To – National Specification & Marketing Manager**

**Primary Objective**

To provide design advice and technical calculations to specifiers, to write clear, concise and accurate specifications (for Parkside Group Products) in NBS format, to architects details and to ensure as far as is possible that these specifications are adhered to. Then project manage the specification through the tendering process to metal order and project completion.

Private Architects. Housing Associations, Government and Educational Institutions, Retail Groups and any other specifiers of construction products, are your main targets, collectively referred to in the body of this document as Clients

**Supplementary Objectives**

* To increase the profile of Parkside Group products in the area
* To target major competitor clients
* Improve product split within the area.
* Range build within existing clients
* Ensure efficient tracking of projects/leads to ensure every effort is made to secure the specification/order/contract through effective use of Group CRM
* Build solid working relationships with the main contractors in the area.
* To ensure close working partnership with London Territory Manager and the fabricator base.

# Product & Technical Knowledge

* To acquire and maintain a working knowledge regarding the range of Comar/Axim/Duco/Alu-timber products and associated hardware and accessories.
* To apply the above knowledge in relation to client requirements and problems.
* To acquire and maintain current information concerning competitors products and services and related pricing policies where possible.
* To acquire and maintain current information / legislation concerning the technology of the industry in relation to the companies product range and to keep up with all developments which may affect those products.
* To conduct where necessary, technical surveys into the application needs of the customer regarding the company’s products and to submit details and drawings sufficiently accurate to enable the company/customer to quote.
* To provide an advisory technical service to clients through CPD presentations, with existing and new prospects providing this is recognised as ensuring existing business and securing probable future business. This should include an understanding of installation procedures and best practice.
* To demonstrate products and arrange factory visits where necessary for existing and prospective new clients.

### Market Intelligence

* To provide regular feedback to the company on:
* The company image as seen by customers, competitors and the trade in general.
* The market perception of Parkside products, prices and service levels.
* Product sales opportunities not being exploited by the company.
* To provide feed-back of all relevant competitor sales/marketing activity.
* To provide reports/photographs on specific or prestigious projects.

### Measurement Criteria

* Achievement of agreed NBS/Specification targets
* Number of enquiries/specifications generated.
* Number of enquiry converted into orders.
* Development of new strategic clients in line with agreed territory strategy.
* Effective planning and operation of territory.
* Adherence to required reporting procedures including use of CRM.
* Range building in existing customers.
* Penetration of major competitor clients