

**Position: Sales and Marketing Manager**

**Department: Sales and Marketing**

**Reports to: President**

**Type: Full Time**

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**Responsibilities:**

The position is an integral part of our 25-year old company's growth plans. Working closely with and collaborating as part of the senior management team, the Sales and Marketing Manager directs the company's sales and marketing efforts by staffing, directing, and leading a team of four. Generates ideas for promoting and selling services and products, including recommendations for new offerings. The job recommends and implements sales and marketing programs to help the unit achieve desired growth and profitability in line with company vision and values. Evaluates and implements new sales and marketing techniques to reach goals. Establishes sales and marketing plans, budgets, and strategies to reach sales goals and expand the customer base. Recommends improvements to services and products to increase customer satisfaction and sales potential.

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**MAJOR DUTIES:**

- **Sales Management (Training/Consulting Services)**
  - Develops marketing and sales plans designed to achieve company revenue and gross margin goals in line with organizational strategies. Recommends course of action to implement plans.
  - Provides timely reports and feedback to senior management on the performance of the sales team and overall company sales.
  - Coaches, mentors, and helps increase sales results of all Account Managers and Training Consultants (currently three). Provide periodic status meetings and annual performance reviews of all sales and marketing staff.
  - Recruits and hires Account Managers and Training Consultants based on need, budget, and criteria agreed upon by senior management.
  - Initiates and coordinates action plans to follow up on leads, prospects and to penetrate new markets. Assigns sales leads when there is no defined territory.
  - Conducts and/or reviews all formal proposal presentations and RFP responses and recommends course of action as appropriate.
  - Attends major trade shows to represent the company and its services and products.
  - Controls sales and marketing related expenses to meet budget guidelines. Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team

- **Marketing (Services and Products)**
  - **Web Site Management**
    - Recommends changes and coordinates the update of the company web site with marketing- and PR-related information
    - Creates, analyzes, and distributes periodic web activity and SEO reports. Conducts programs to increase SEO such as link-building campaigns and press releases.
  - **CRM Management**
    - Oversees the creation and maintenance of and reports on marketing campaigns using the Infusionsoft CRM tool.
    - Manages the leads provided by the CRM and work with the tool to derive the most fruitful leads for follow-up. Creates and oversees a lead scoring system using the CRM to improve quality of leads.
  - **Communication Management**
    - Responsible for a basic editorial calendar maintained by the Marketing Coordinator for content and ads distributed through the web, eNewsletters, presentations/webinars, and social media. Manages the company blog.
    - Ensures daily content gets posted on social media for both value and sales topics to provide a steady stream of marketing communication about the company. Posts own social media content and works to build up a following.
    - Coordinates and places online and print advertisements and analyzes results. Ensures a supply of current literature is available for all sales and marketing needs.
    - Promotes the launch of new products and services through any marketing channel.
  - **General/Miscellaneous**
    - Helps promote and attends events including tradeshow, speaking engagements, and other special events that promote our products and services to increase leads, pipeline, and revenue. Ensures follow-up is performed to nurture event leads.
    - Finds and recommends article placement opportunities to increase exposure.
    - Coordinates the annual selection of branding merchandise and trade-show giveaways.
- Additional duties as needed and assigned.

## **Qualifications:**

- Bachelor's Degree, preferably in business, marketing, or a related area
- 5+ years' experience in Sales (training and development industry a plus!)
- 3+ years' experience in Sales Management and Marketing Management
- Demonstrated social media skills and desire to support sales and marketing
- Clear written and verbal communication skills
- Strong organizational and time management skills
- Ability to generate creative marketing and sales strategies and tactics
- Desire to work independently and collaboratively as part of a team
- Strong Microsoft Office skills (Word, Excel, and PowerPoint)

## **Compensation:**

- Negotiable, DOE