

JOB DESCRIPTION

POSITION TITLE: Braille-Tac™ Division Sales and Marketing **8810-210-20**
Manager (Signage)

DEPARTMENT: Sales and Marketing

REPORTS TO: Vice President Sales and Marketing

OFFICE LOCATION: 8200-97th Street South, Cottage Grove MN

POSITION SUMMARY:

Provide leadership within operation of the Braille-Tac™ Division, and especially those relating to Sales and Marketing. Develop and implement sales and marketing strategy and monitor and analyze sales and marketing activity against goals. Responsible for the management of the Braille-Tac™ Division and the sales, promotions, and customer relations functions.

NECESSARY TO ALL POSITIONS IN COMPANY

Dedicated to creating Customer success by conforming to requirements, preventing defects and delivering the right result the first time every time. Uncover, record, report, and solve problems in quality variations of products and/or services to assure on-time delivery of the highest quality products.

DESIRED ABILITIES:

1. Strong interpersonal skills with the ability to lead and influence others
2. Must be able to maintain professional demeanor when in pressure situation
3. Strong organizational ability and aptitude for handling multiple projects simultaneously in a fast-paced environment
4. Ability to identify business problems and formulate approaches to identifying solutions
5. Strong process and facilitation skills, knowledge of management methods and tools
6. Strong relationship management and negotiating skills

ESSENTIAL DUTIES:

1. Accountable for adhering to corporate quality program
2. Accountable for developing and maintaining product lines
3. Accountable for establishing product and quality standards
4. Investigates and implements new technologies and/or processes
5. Study operations sequence, material flow, and project information to determine worker functions and responsibilities in order to optimize effectiveness, efficiencies and profitability of areas of responsibility
6. Prepare and maintain department reports

7. Structure and prepare business plans, project plans, proposals and budgets
8. Hire, train, lead, oversee, evaluate, record, and resolve grievances and discharge personnel
9. Mentor, develop and give direction to subordinates
10. Conduct performance reviews of subordinates
11. Accountable for Sales activities including:
 - a. Implement departmental goals as agreed upon with V.P of Sales and Marketing
 - b. Promote positive relationships with sales partners and distributors
 - c. Schedule, configuration, and staff trade show booth. Attend shows
 - d. Communicate regularly with key contacts within sign industry
12. Accountable for Marketing activities including:
 - a. Pricing
 - b. Promotional literature
 - c. New products and improvements to existing products
 - d. Advertising
 - e. Production schedules for signage products
 - f. Profitability of division
13. Handle various hazardous materials and hazardous waste as indicated in Advance's "Emergency and Contingency Planning and Training Manual"
14. Comply with all local, state, and federal, environmental and employee protection laws

QUALIFICATIONS:

Education: College degree with emphasis on sales and marketing

Experience: Five years combined experience in manufacturing, sales and customer service

Skills: Written and oral communication and interpersonal skills, ability to motivate teams and simultaneously manage several projects, must be able to review and continuously monitor the sales and marketing plans for the division. Advanced computer skills.

POSITION AUTHORITY LEVEL:

Frequency with which this position is given:

Supervision: Infrequently

Instruction: Infrequently

Discretionary Authority: Constant

Authority over Others: Constant

ADDITIONAL RESPONSIBILITIES:

Perform special assignments and miscellaneous duties as required.
Position requires working extra hours as necessary and may involve some travel.

WORKING ENVIRONMENT:

Work is completed in an office environment that is free of physical discomfort due to temperature, dust, noise, and the like. May be required to use safety equipment (i.e., eye wear or ear protection) when working with the production departments.

POTENTIAL ENVIRONMENTAL HAZARDS:

Advance Corporation is classified as a generator of hazardous waste. For instructions on the proper use and handling of hazardous materials and hazardous waste, please see Advance Corporation's "Emergency and Contingency Planning and Training Manual."