

American Solutions for Business Job Description

Job Title: Program Specialist
Department: Vertical Markets
Reports To: Director of Vertical Markets
FLSA Status: Exempt
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SUMMARY

The program specialist helps coordinate and manage various vertical market programs within our organization. The responsibilities include researching and gathering resources, implementing programs, providing communication, guidance and support to ASB Sales Associates, vendors, sales support and end customers across numerous vertical markets. Vertical markets may include but are not limited to financial, franchise, multi-location retailers, agriculture, entertainment, hospitality, construction, government, nonprofits, and others.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Works together with the director of vertical markets on the following initiatives:
- Understand the vertical market subject matter and provide direction (guidance) to ASB sales associates selling to customers within specified market.
- Research trends and gathers data on new activities and programs to assist sales associates with their prospecting efforts.
- Collaborates with marketing and other internal teams to ensure marketing material and training documents are current and on trend.
- Creates and executes proactive marketing campaigns to vertical market industry contacts.
- Proactively markets vertical market solutions to new, existing, and prospective sales associates.
- Partners with sales operations and the sales team to prepare and complete vertical market specific requests for proposals (RFPs).
- Leads vertical market related sales calls and webinars with sales associates, vendors, and customers.
- Provides direction to sales associates on product solutions, references, and case studies.
- This position requires 10% travel (including overnight) to attend events, tradeshow, and conferences.
- Other duties as assigned.

SUPERVISORY RESPONSIBILITIES

This position has no supervisory responsibilities.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Self- starter and problem solver. Able to work under limited supervision.

EDUCATION and/or EXPERIENCE

Associate degree (A. A.) or equivalent from two-year college or technical school in Sales & Marketing or Business Administration plus 1-2 years related experience. Must be proficient in Word, Excel, Power Point.

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business periodicals, professional journals, and technical procedure. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of Sales Associates, Management, or vendors.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest, and commissions.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of instructions and deal with several abstract and concrete variables.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit. The employee is occasionally required to stand and walk.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.

AA/EEO/Vet/Military