

## **JOB DESCRIPTION**

**POSITION TITLE:** Sales and Marketing Manager **8810-210-20**

**DEPARTMENT:** Sales and Marketing

**REPORTS TO:** CEO

### **POSITION SUMMARY:**

Develop and implement sales and marketing strategy and monitor and analyze sales and marketing activity against goals. Responsible for the management of 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.

### **DUTIES/RESPONSIBILITIES:**

- Provides leadership to the sales/marketing team.
- Reviews and analyzes sales and operational records and reports; uses data to project sales, determine profitability and targets, and identify potential new markets.
- Identifies and analyzes customer preferences to properly direct sales efforts.
- Consults with potential customers to understand their needs; identifies and suggests products that will meet those needs.
- Resolves customer complaints, staffing problems, and other issues that may interfere with efficient sales operations.
- Collaborates with executive leadership to develop sales quotas and strategies.
- Prepares sales budget; monitors and approves expenses.
- Acts as company representative at trade association meetings.
- Gathers and analyzes information to identify new markets and customers, demand for products and services, and efficacy of existing marketing campaigns and strategies.
- Conducts market research, sales forecasting, and strategic planning to assess and ensure the sale and profitability of products.
- Conducts pricing research and analysis to ensure competitive product and service pricing.
- Maintains knowledge of trends and developments in the market; identifies needs for new products and services and makes recommendations to leadership.
- Analyzes and evaluates financial aspects of product development.
- Collaborates in the development of new products.
- Composes, develops, evaluates, and conducts training on marketing activities, strategies, and policies.
- Collaborates, participates in, and coordinates promotional activities or trade shows.

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- Negotiates contracts for services needed to execute a marketing strategy.
- Performs other duties as assigned.

**QUALIFICATIONS:**

- Bachelor's degree in business, Business Administration, or related field, OR
- A comparable record of sales/marketing leadership experience required.
- At least three years of sales/marketing experience required.

**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."

**EMPLOYEE MUST SIGN AFTER READING:**

Employee's signature indicates that a copy of this Job Description has been received and that employee has disclosed any limitations that would prevent him/her from carrying out the essential duties of the job described above. Failure to report such limitations makes it difficult for Advance Corporation to make reasonable accommodation for whatever limitations might exist but have not been disclosed.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Advance Corporation operates its business and employee practices using the guidelines established under all state and federal statutes.

Note to employee about "special assignments" (referred to in "additional responsibilities" above). When assigned a "special assignment", if you realize that you

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may not be able to perform the assignment, it is mandatory that you immediately inform Management, in writing, of any portion of the assignment that you feel you would not be able to perform, or that you would not be able to perform without reasonable accommodations. Under no circumstances should you undertake any task that you are physically incapable of performing.