

Position Profile

Title: **Director, Sales & Marketing** Incumbent: **(Open)**

Reports to: **President** _____
Incumbent Sign-off

Approved by: _____ President Grade:
_____ Human Resources Date Assigned: MM/DD/YYYY
_____ Revision Date:

I. OBJECTIVE:

Provide leadership to the development and implementation of profitable marketing and sales programs, strategies and policies necessary to achieve the targeted growth of XYZ. Insure department outcomes approach upper quartile of performance standards when compared to PAR and other benchmark sources.

II. RESPONSIBILITIES:

The essential functions of the position include but are not limited to the following:

A. Marketing

1. Develop, implement, monitor and modify, as necessary, marketing plans and strategies for current and new product lines.
2. Assist the President in analyzing opportunities for new business acquisitions.
3. Develop product promotional and advertising programs. Determine vehicles to achieve sales growth objectives such as trade shows, direct mail, telemarketing, increased calling of main customers, etc.
4. Maintain current market research and competitive analysis reporting on competitors and major forces impacting sales growth objectives. Determine strategies to overcome or differentiate price, quality or technology issues.
5. Coordinate the completion of customer product/application seminars, open houses and other product training or promotional events.
6. Develop and maintain market and product segmentation information; determine market share and maintain current customer database.

B. Sales

1. Develop, implement and monitor annual sales forecast including territory goals and sales objectives. Insure improved margins where possible.
2. Effectively manage Area Sales Managers in the implementation and attainment of sales objectives.

3. Establish product pricing and related policies; resolve pricing issues with Area Sales Managers as required.
4. Maintain tracking of all sales related activities including: leads, call reports, quotations and customer surveys.
5. Oversee all sales related reporting and maintain regular review with sales force and/or President.
6. In conjunction with Area Managers or President, complete key account or target customer calls when necessary.
7. Recommend Area Sales Manager and Sales Representative incentive earnings programs.
8. Conduct key supplier negotiations and approve contract agreements. Interface with or seek approval from President as required.
9. Schedule timely and oversee customer cylinder audit procedures in conjunction with sales personnel. Approve customer adjustments and/or settlements due to audit discrepancies.
10. Maintain and modify, as necessary, equipment rental product availability, pricing and applicable policies.
11. Provide supervision to inside sales and support staff, as well as policies and procedures involving XYZ customers.
12. Work closely with sales personnel in collections and accounts receivable activities.

C. Department Management

1. Insure an appropriate department staffing structure. Following hiring approval, interview and select new employees for sales and marketing job openings.
2. Develop and insure completion of sales/marketing employees continued training and on-the-job development.
3. Provide necessary employee evaluation of performance, counseling and coaching. Administer necessary disciplinary action or termination recommendations.
4. Complete regular department meetings and participate at President's weekly staff meeting.
5. In conjunction with President, develop annual marketing/sales plan and create and monitor department budget.

III. REPORTS PREPARED:

- a. Profit Margin Exception Report
- b. Price Override Report
- c. Contract Expiration Report
- d. Monthly Sales Summary Report
- e. Department Budget
- f. Miscellaneous sales and marketing reports as requested by President

IV. INTERFACE:

Internal: Must interface at all levels within the organization.

External: Must develop and maintain positive interface with customers, suppliers, advertising agencies and maintain a positive image within the community. Represent the company positively in professional associations and public relations or community functions.

V. QUALIFICATIONS:

Education: B.A./B.S. degree in business, marketing or related field.

Experience: Minimum of 10 years progressively responsible sales and sales/marketing management experience. Distributor background preferred.

SPECIAL REQUIREMENTS:

1. Successful prior experience in the development and implementation of both sales and marketing plans, strategies and policies.
2. Capable of effectively supervising and coaching department employees; establish work priorities; good organization and planning abilities.
3. Effective verbal and written communications ability in working with customers, suppliers and XYZ personnel.
4. Capable of frequent travel to branch locations, suppliers, customers, seminars, etc.
5. Ability to move or lift products, boxes, reports, etc. sometimes weighing up to 50 pounds. Good vision and hearing while communicating with customers and suppliers, making product demonstrations or attending sales/marketing events.
6. Ability to read, analyze and interpret common sales reports, technical journals and financial reports. Capable of responding logically to common inquiries or customer complaints.

VI. EQUIPMENT UTILIZED:

- a. Personal computer
- b. Usual office equipment – fax, copier, etc.
- c. Company car

VII. POSITION DIMENSIONS:

- a. Responsible for generating annual sales revenues of approximately \$6.5 million
- b. Number of employees supervised
 - directly: 6
 - department total: 9

Note: XYZ retains the discretion to add to or change the duties of the position at any time.