

Sales & Marketing Assistant

Assists with the organization's Sales and Marketing programs. Implements strategic Sales and Marketing objectives. Works towards sales goals, meets directly with partners to secure investments, prepares monthly the key metrics for sales performance and assists the Director of Sales and Marketing as needed. Develops sales and marketing materials for approval by Director. Supports Sales and Marketing goals by performing the following duties:

Duties and Responsibilities include the following. Other duties may be assigned.

- Travels to customer locations to complete sales calls and partner relations visits on a regular basis. Development of schedule for visits is required.
- Documentation of partner outreach is required.
- Understands and supports established sales policies and procedures to ensure proper and effective treatment to partners.
- Applies knowledge of company products and services to garner sales while providing quality customer service.
- Provides service to existing customer accounts via telephone, email and personal contact.
- Assists with developing and implementing the annual marketing and public relations plan as needed.
- Responsible to record and transcribe all Marketing Committee minutes.
- Responsible to book monthly Marketing Committee meeting, send notices and develop an agenda with the Director and Chair.
- Prepares written proposals for presentation to the partners. To include required quotes, statistics and assessments of their needs.
- Organizes and coordinates partner networking and outreach sessions, such as the Literature Exchange.
- Develops a PR schedule including the preparation and distribution of press releases and public service announcements. Inclusive of maintaining an effective media contact list.
- Supports marketing programs, event support, social media efforts, and online promotions under direction of Director of Sales and Marketing.
- Leads the production of marketing collateral including annual regional travel guide, map/mini guide, brochures, flyers, partner opportunity catalog and direct mail campaigns as well as information displays.

- Ensures accuracy of collateral material.
- Assists with preparing monthly reports monthly for use by the Board of Directors on Sales and Marketing efforts. Reporting will include goal status and marketing metrics.
- Performs other related duties as assigned.

Oversight Responsibilities:

Ensure customer satisfaction standards are met or exceed while increasing sales. Oversees vendors used for collateral materials as needed.

Skills:

Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers, Board of Directors, or employees of the organization. Ability to calculate figures and amounts such as product costs, discounts, interest, bonuses if applicable, proportions and percentages. Ability to apply concepts of basic algebra.

Education/Experience:

All applicants should have a Bachelor's degree (B. A.) from four-year College or university and/or preferably at least one year with prior direct sales and marketing experience (or an equivalent combination of education and experience) is required.

Computer Skills:

To perform this job successfully, an individual should have strong working knowledge of Microsoft Work, Excel, PowerPoint, social media outlets and Outlook

To apply, [please follow this link](#). Resumes are required for review of potential candidates.