

SUMMARY

Manages sales activities of organization.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Receives and carries out instructions.
- Assists in establishing strategic marketing plans to achieve corporate objectives for products and services.
- Develops and executes marketing programs to achieve stated objectives regarding revenue, profitability, and market share.
- Travels throughout assigned territory to call on regular and prospective customers.
- Quotes prices and credit terms and prepares sales contracts for orders obtained.
- Plans and conducts market research to identify opportunities for increased sales.
- Maintains customer database and approves the use of internal and external mailing lists.
- Reviews analysis of marketing surveys on current and new product concepts in order to recommend future product development.
- Provides post-event reports, analysis, and regular status reports on marketing programs.
- Helps establish and maintain consistent corporate image throughout product lines, promotional materials and events.
- Maintains regular and predictable attendance.

KNOWLEDGE, SKILLS & ABILITIES

- Ability to read, write, talk, see and hear.
- Ability to add, subtract, multiply and divide.
- Ability to lift and/or move up to 10 lbs. as required.
- General knowledge and proficient use of a computer and computer programs.

EDUCATION AND/OR EXPERIENCE

Bachelor's degree (B.A.) from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

I have read and understand the functions of this position as defined above.

Employee/Applicant Signature

Employee/Applicant's Printed Name

Date

This Job Description is intended to describe the general nature and the level of work being performed by employees assigned to this classification. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

