

XPRES LLC

JOB DESCRIPTION

Job Title: Director of Sales & Marketing

Reports to: CEO

Class: Senior level management position

Job Responsibilities:

Develops and manages business and product development activities involving marketing and sales plans, implementing sales plans, managing related staff including inside sales support staff within a B2B business model.

Works closely with all departments of company on site in effort to create and promote seamless coordination to achieve positive client experiences before, during, and after the order is received.

Job Duties:

Promote the company's existing products.

Oversee product development and introduce new products.

Research and develop marketing opportunities, understanding client requirements, identifying market trends, and system recommendations to improve the company's marketing goals.

Implement sales and advertising plans.

Recruit, train, schedule, coach, and manage sales and marketing staff to meet sales and marketing targets.

Analyze budgets, prepare annual budget plans, schedule and approval of related expenditures, and ensuring sales team meets their goals while remaining within approved expense levels.

Review trends and market data to report to senior company management.

Maintain relationships with key accounts by making field visits and promoting new product opportunities.

Maintaining industry involvement by attending educational opportunities, conferences/trade shows, and workshops for personal and professional networking and development.

Works closely with Operations management team for input on promoting best margin products and services.

Supervision, directing, and coaching of inside Sales Support staff with concentration on Client Experience. Available for client resolution support as needed.

Requirements:

A bachelor's degree in marketing, business administration, or related fields.

5-10 years of experience in marketing or sales field.

Management experience a plus.

Strong analytical, organization, and creative thinking skills.

Excellent communication, interpersonal, and customer service skills.

Ability to work under pressure in fast paced climate.

Ability to understand and follow company procedures when needed, but also ability to challenge current policies for process improvement.

Compensation:

Commensurate with experience and qualifications. Base salary with annual bonus opportunity offered.

Location:

Position based in Winston Salem, NC.

Industry Associations:

ASI: 52475

PPAI: 114221

SAGE: 61762

UPIC: XPRES