

Sales/Marketing Manager Duties & Responsibilities

Experience:

Prefer 2 years experience in a coordinator-type position in customer service, sales and marketing communications

Job Skills:

Computer Literate, including fundamental knowledge of:

- MS Office 2000/2003 software
- Digital graphics software
- Web development software and related tools

Demonstrate the ability to handle many tasks and functions concurrently

Type 60 words per minute

Vendor negotiations (printers, photographers, etc.)

Ability to implement effective planning, scheduling, and management of materials and labor resources
Using (preferably) CPM (Critical Path Method) and PERT (Performance Evaluation Reporting Technique)

Personal Skills:

Communicate effectively in both a written and verbal manner to upper levels of management, subordinates, customers, and related trades

Education:

Bachelor's degree: Marketing and/or Business Management and/or equivalent experience

Career Path:

Depending on the person's personal emphasis, this position can lead to several different careers.

Responsibilities:

- Respond to sales leads & customer inquiries for company literature and/or product specific information
- Update state contract pricing lists & interface with appropriate contacts to provide for mass distribution of vendor pricing in PDF format to purchasing agents
- Marketing communications to include design layout and copyright of company brochures, sales literature, project profiles, etc.
- Coordinate company publicity-related efforts including logo design and implementation, and magazine publication projects; includes interface with appropriate magazine contacts and technical writers to assure UTS publication in trade magazines and proper reprint of resulting articles
- Technical writing to include brief description of integrated a/v system functionality for customer-initiated press releases and lengthy description of system operation for end user training manuals
- Web development: implement and oversee all phases of web design, flow, provide information, coordinate with all necessary department personnel who will be providing web based information
- Maintain up to date information for web sites (tech tips, promotions, giveaways, posting of project info, etc.)
- Implement and set design standards for all published communications (including: web, brochures, bids, customer documentation, etc.)
- Review and consult on engineering layouts for projects requiring touch panels, using sales and marketing insight and expertise in suggesting improvements, advising of most current icons and images, color layouts, etc.