



Sales and Marketing Director

Summary

The Bruce is looking to hire an experienced Sales & Marketing Director. The ideal candidate is a goal-oriented sales professional with a proven record who is passionate about business development and people/community relationships, promotes and sells our products and services, and understands and steers Marketing. He/She will be responsible for driving revenue growth, as well as managing all aspects of Marketing.

If this sounds like you, please email your cover letter and resume to: schester@the-bruce.com

Overview

- Responsible for The Bruce's sales and marketing programs
- Develop strategic sales and marketing objectives
- Establish sales quotas and manage budget
- Develops marketing programs and materials such as advertising, social media, and website
- Create and manage profit projections

sales

- Call on both existing clients and potential customers to include:
- Discuss product features and benefits with customers; prepare bids; and negotiate prices
- Conduct market research to identify selling possibilities and evaluate customer needs
- Actively seek out new sales opportunities through cold calling, networking and social media, and work to make up lost sales through attrition with new business
- Meet with potential clients; listen to their wishes, concerns, and/or issues to maintain customer satisfaction
- Establish and meet sales quotas and profit projections

marketing

- Negotiate contracts, advertising media, or products/services to be advertised
- Research and plan advertising campaigns
- Decide which media to advertise in, such as radio, television, print, online and billboards

- Inspect creative elements and layouts
- Organize market research studies and analyze findings
- Develop pricing strategies for products/services to be marketed, keeping the client's budget balanced with the organization's needs
- Meet with clients to present campaigns and offer advice and strategies
- Responsible for creating and instituting brand assets for the company, including events, social media, and website
- Ensure deadlines are met
- Study market conditions to explore the potential sales of a product or service and estimate its profitability; gather data about who will buy a product/service and at what price
- Understand metrics/analytics and pivot accordingly

qualifications and skills

- Proven experience as a Sales Executive and Marketing Director or relevant role
- Strong technical/computer abilities
- Thorough understanding of sales, marketing, and negotiating techniques
- High-energy, creative, fast learner with a passion for sales
- Self-motivated with a results-driven approach
- Aptitude in delivering attractive presentations
- Excellent written and verbal skills