

Marketing & Sales Director

<u>Department:</u>	Marketing
<u>Reports to:</u>	Managing Partner
<u>Employee Status:</u>	
General	Regular
Workweek	Full-Time
FSLA Status	Non-Exempt

JOB SUMMARY

Manager overall marketing and sales effort at Portland Roasting in an effort to increase brand and company awareness and retain current customers and increase company revenue.

PRIMARY DUTIES AND RESPONSIBILITIES

- Preside over all marketing efforts including brand strategy and management, advertising, public relations, web presence, trade events.
- Act as brand ambassador - lead communications internally and externally.
- Write copy for internal & external messaging, packaging, website, advertising and blog.
- Manage website, blog, video/multimedia and social networking efforts.
- Manage in-house graphic designer and outside public relations vendors.
- Create advertising and communication strategy - placement, creative concept and project management.
- Plan events & trade shows - internal & external.
- Seek opportunities with networking, public speaking, memberships and trade associations.

- Work with Customer Service Manager to drive customer satisfaction through messaging and promotions.
- Work directly with customers in co-marketing efforts.
- Lead current customer communications via newsletters and the like.
- Develop and manage printed signage and other POS offerings per business need.

- Manage sales team to meet specified goals. Assist directly with sales when needed.
- Oversee product mix including all coffees, pack sizes and options as well as allied products.
- Determine pricing structures on all products and manage profitability per deal/customer.
- Plan and manage annual sales budgets per rep and area of business.
- Plan and manage budget for all sales-related expenses.
- Develop all sales programs and promotions and create effective selling tools to accompany
- Develop strategies for each channel of business and each geographic area.
- Forge new channels and markets.

- Monitor the competition & track industry trends.
- Track effectiveness of all marketing efforts as well as customer satisfaction

- Work closely with Managing Partner and VP of Operations to ensure business goals are achieved.
- Regular reporting to Managing Partner tracking progress on goals.

ADDITIONAL RESPONSIBILITIES

- Additional work as requested by the Managing Partner.

MINIMUM REQUIREMENTS

- Ability to perform all primary duties and responsibilities and additional responsibilities.
- Excellent marketing and presentation skills, including proficiency in printing and design principles including writing and editing.
- Ability to communicate verbally and in writing, effectively manage employees and work efficiently in a collaborative environment.
- Proficient with the selling process & leading sales reps to meet specific goals.
- Knowledge of principles and processes for providing customer service, including customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Proficiency with both Mac & PC, and at a minimum, major Adobe applications, MS Word & Excel, Internet, and e-mail.
- Successfully collaborate on projects and events.
- Overtime and weekend work likely; occasional travel.
- Experience in marketing consumer packaged goods or foodservice sales.
- Coffee experience a plus, love of coffee a must!

PHYSICAL DEMANDS

Ability to carry and deliver product, materials, & samples to customers. Ability to lift materials and products for trade show and event set up.