

Position Objective and Responsibilities

Job Title: Sales and Marketing Manager

Reports To: _____ in the
_____ department.

Position Objective

To promote the sales of products and services that will most benefit the customer-owners, and to establish creditability through communication in a manner that will optimize the cooperative's market share and savings, improve the cooperative's efficiency, help achieve the cooperative's mission and goals, and result in outstanding customer service.

Position Responsibilities

The sales and marketing manager's responsibilities involve supervision, marketing, profitability and sales, reporting, purchasing, resale pricing, inventory, service, maintenance, and other duties as requested by management.

The sales and marketing manager will maintain a positive attitude that promotes team work within the cooperative and a favorable image of the cooperative.

Supervision

Supervision involves establishing and communicating division goals and results to employees, staffing the division and delegating the workload, actively supporting employee growth, and upholding cooperative policies.

Establish and communicate division goals and results to employees

1. Establish division goals with assistance from the general manager
2. Conduct division planning and updating meeting within _____ weeks of fiscal year end
3. Conduct division planning and reporting session within _____ days upon receiving the monthly management report

Staff division and delegate work load to meet market requirements

1. Establish and update job descriptions for all positions within the division
2. Recommend selection of employees based on job requirements
3. Review general work assignments for each employee daily
4. Staff and adjust work force to fit seasonal needs with a minimum of unproductive labor costs
5. Employ seasonal work-sharing arrangements to minimize layoffs and unemployment compensation costs

Actively support employee growth

1. Schedule and supervise orientation for new division employees
2. Update employees regularly on new product knowledge
3. Identify in writing annually training needed for individual employees
4. Discuss performance _____ with each division employee
5. Complete and administer a yearly merit review with each division employee following management approval
6. Stimulate and develop positive morale and team spirit that leads to high productivity
7. Actively work to increase personal skills and knowledge

Uphold cooperative policies

1. Uphold all cooperative policies
2. Ensure that division facilities and equipment meet all federal, state and OSHA regulations
3. Inform all customers of safe product handling
4. Develop and update a regular maintenance schedule for all division facilities and equipment

Marketing

Marketing involves developing and implementing an annual marketing plan, directing division marketing activities, and developing an annual sales and promotion program.

Develop and implement an annual marketing plan

1. Coordinate and assist the department managers in developing annual marketing plans
2. Submit division's marketing plan to the general manager by _____
3. Coordinate all advertising for the cooperative
4. Negotiate with print and other media representatives to ensure efficient purchasing of advertising
5. Review the following marketing activities with the general manager by the _____ of each month:
 - Sales call recap
 - Market share report
 - Sales analysis report
 - Strategy review report
 - Competitive pricing analysis report
 - Sales promotional efforts
 - Plans for the following month

Direct division marketing activities

1. Review division sales goals with division employees each month
2. Review the following marketing activities with division employees each month:
 - Sales call reports
 - Market share report
 - Sales analysis report
 - Strategy review report
 - Competitive pricing analysis report
 - Sales promotional efforts
 - Plans for the following month

Develop an annual sales and promotion program

1. Establish an advertising expense budget at the beginning of each year; review with and get manager's approval
2. Coordinate one major open house sale each year and at least one minor sale each year

Profitability and Sales

Profitability and sales involves establishing and achieving division profitability and sales goals, and increasing the division's market share through regular sales efforts.

Establish and achieve division profitability and sales goals

The division manager will establish and achieve the profitability and sales goals identified in the annual budget.

Increase market share through regular sales efforts

1. Review sales reports monthly with department employees
2. Review daily reports with salespeople weekly and forward the reports to your supervisor
3. Submit sales call recap monthly to management
4. Ensure department staff has current tools to make successful sales presentations

Reporting

Reporting involves submitting all required operational reports to management within the time limits stated below.

1. Submit daily invoices and sales recaps to management daily with no errors or discrepancies
2. Turn in all product receipts and supporting materials to management daily
3. Submit monthly reports to management by the _____ of each month. Monthly reports should include the following:
 - Inventory recap
 - Sales promotion recap
 - Competitive retail market report: semi-annual
 - Employee performance recap
 - Facility and equipment maintenance recap
 - Review outstanding customer reports including credit, complaints, and requests

Purchasing

Purchasing involves purchasing products for resale.

1. Purchase products of quality that will result in a minimum of customer complaints
2. Ensure the cost of products will allow for competitive pricing while still meeting the cooperative's financial objectives
3. Make purchases from outside the cooperative system only if they provide a substantial financial advantage

Resale Pricing

Resale pricing involves establishing prices of products and services.

1. Set prices that are competitive with industry guidelines and local competitors
2. Set prices that allow the cooperative to meet sales and financial objectives

Inventory

Inventory involves managing inventory levels.

1. Develop and maintain a system for monitoring and controlling inventory levels that results in minimal shrinkage
2. Supervise checking of all in-shipments for accuracy against the delivery ticket, proper quantity, price as ordered, and quality
3. Strive to get _____ turns on commodities
4. Clear out obsolete inventories annually
5. Maintain a fiscal year-end inventory not to exceed _____% of sales
6. Resolve discrepancies in daily inventory report forms within _____ hours
7. Maintain inventories at levels to assure service with a minimum of delivery delays, yet maintain inventory turn goals

Service

Service involves providing and promoting the service necessary to meet division goals and objectives.

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1. Ensure all items sold through the division are delivered and installed within _____ weeks of sale or receipt
2. Ensure no customer has improperly installed or inefficiently maintained equipment
3. Ensure all services provided assist in achieving division profitability
4. Lose no customers due to services provided by the division
5. Make arrangements ahead of time for coverage of duties in case of a planned absence, such as vacation, or an unplanned absence, such as illness

Maintenance

Maintenance involves maintaining property, facilities, and equipment.

1. Ensure property, facilities, and equipment remain in good repair and appearance
2. Make recommendations on replacement, additions, or deletions of facilities and equipment when needed and/or economically justified
3. Lose no customer due to unsatisfactory equipment performance

Other Duties

The sales and marketing manager will perform other duties as assigned by the general manager and will enforce and uphold the cooperative's credit policy.

Perform other duties as assigned by the general manager

1. Perform duties as requested by management

Enforce and uphold the cooperative's credit policy

1. Make credit terms known to all employees and customers
2. Do not charge to customers on COD
3. Do not extend credit to customers who have not been approved by the credit manager
4. Do not authorize customer charges that exceed set credit limits
5. Keep all personal accounts current