



Title: Sales and Marketing Manager

Classification: Exempt
Reports to: President, Hi-Lite Solutions
Location: Hi-Lite Solutions

Salary Family/Range: 70K Plus DBE
Date: 4/15/2018

Summary/Objective

The Sales and Marketing Manager will be responsible for accelerating Hi-Lite Solutions market base and sales. The Sales and Marketing Manager is responsible for developing and training sales team members as well as developing marketing campaigns. The candidate must be willing and able to be creative and accepting of other ideas on how to develop and increase brand awareness.

This position is based out of the Winchester VA area. When this person is not traveling, they must work out of the office located in the Winchester VA area.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Develop relationships with purchasing teams of retailers, large and small.
2. Develop and implement marketing programs and strategies to grow existing business and create new business and awareness of Hi-Lite Solutions throughout the United States region.
3. Identify target prospects for Hi-Lite products and conduct outreach to decision makers at these locations.
4. Participate in industry trade shows as appropriate to promote Hi-Lite Products.
5. Manage Salesforce CRM for business opportunities, including data entry and reporting.
6. Conduct site visits to distributor locations, including sales call with individual sales reps and technical reps
7. Operate as the lead point of contact for all matters between all customers.
8. **Identify and grow opportunities to the customer's clients and introduce a new avenue of sales with new products, new application and establish competitive price structures.**
9. Collaborate with both **Hi-Lite Managements and customer's sales teams to ensure growth** attainment.
10. Collaborate with exiting Hi-Lite Sales Consultants, on their current sales activities and to coordinate: Approve schedule to customer site visits and sales events, perform travel arrangement for self and sales team as requested; Ensure they have any supplies or samples necessary for their participation.
11. Maintain accurate, up-to date records of sales visits.
12. Review product knowledge and provide training and regular directions and provide performance reviews
13. Hiring of new sales consultants and Hire fulltime sales personnel as sales warrant.
14. Suggest changes or improvement to increase sales and efficiency. Embracing the challenge to grow 35% or greater annual sales increase for 2018.
15. **Adhere to the company's financial policies and procedures**
16. Build and maintain high-level contacts with current and prospective customer and other business project partners.
17. Identify and understand competitors in market.
18. Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

Competencies

1. Strategic Thinking
2. Customer/Client Focus
3. Sales/Business development (Prospecting & Territory Management)
4. Sales planning and goal achievement
5. Communication Proficiency
6. Time Management



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Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.

Expected Hours of Work

This is a full-time position, and hours of work and days are Monday through Friday, 8:00 a.m. to 5 p.m. Occasional evening and weekend work may be required as job duties demand.

Travel

This position requires up to 50% travel. Frequently travel is outside the local area and overnight. Some of the travel is international.

Required Education and Experience

1. Degree in Marketing
2. 5 to 10 years of experience with B2B sales and industrial customer field sales
3. Experienced with getting product into retail locations

AAP/EEO Statement:

Hi-Lite is an EEO Company. It is the policy of Hi-Lite to prohibit discrimination and harassment of any type and to afford EEO to all employees and applicants without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, amnesty or status as a covered veteran in accordance with applicable federal, state and local laws. Hi-Lite complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. **Hi-Lite's EEO policy applies to all** terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Signatures:

This job description has been approved by all levels of management:

Manager _____

HR _____

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee _____ Date _____