



## **Job Description and Qualifications**

**Job Title:** Sales & Marketing Assistant

**Department:** Sales & Marketing Department

**Reports To:** Sales & Marketing Manager

**FLSA Status:** Non-Exempt

### **Summary**

Execute consumer marketing programs, provide analysis and administrative support to the Sales & Marketing Manager and the Sales Department. Duties to include: data gathering, analysis, reporting, general research, clerical, presentation building, sales reporting, consumer communication and special project work. The Assistant will project a professional company image through in person and phone interaction.

**Essential Duties and Responsibilities** include the following (Other duties may be assigned):

- Analyze, report, and communicate actionable data from the internal systems and/or retailer sales data systems.
- Assist with the development of sales presentations and proposals; create and modify documents utilizing Microsoft applications.
- Respond to consumer questions via website, emails, and phone and educate them on the benefits of Milo's Tea in a positive and courteous manner.
- Increase brand awareness through Social Networking to include Facebook, Twitter, linked in, etc.
- Responsible for Events which includes: calendar, listing of historical events, identifying, evaluating, planning, signing up and communicating event opportunities with sales representatives.
- Maintain electronic and hard copy filing system for Sales & Marketing department.
- Assist with communicating and distributing information to Distributors, Retailers, Consumers and Media Outlets regarding product and company information as needed.
- Coordinate with the sales team and the distributors on promotional demonstrations and company donations for events.
- Draft and disseminate approved press releases and follow up.
- Identify advertising and marketing opportunities and coordinate the execution of programs as requested or needed.
- Schedule conference calls, webinars and meetings with sales representatives, vendors, and retailers through phone, email, or other correspondence as requested or needed.
- Responsible for inventory and distribution of Point of Sale and Sales Display Materials for Sales Reps and Distributors.
- Develop and communicate a weekly Sales Report Card.
- Schedule and coordinate the Milo's sampling van and schedule automobile rentals as needed for sale representatives.
- Handle internal request of product donations from Sales Manager, COO, or Owners for client or customer.
- Provide status reports as needed to management on overall sales and marketing activities and opportunities.
- Provide other support for the department as needed.

## **Supervisory Responsibilities**

This job has no supervisory responsibilities.

## **Competencies**

To perform the job successfully, an individual should demonstrate the following competencies:

Identify and resolve problems in a timely manner. Gather and analyze information efficiently and correctly. Work well in group problem solving situations.

Prioritize and plan work activities. Use time efficiently. Communicate changes and progress. Complete projects on time and within budget. Plan for additional resources. Conserve organizational resources. Understand business implications of decisions.

Respond promptly to distributor or consumer needs. Respond to requests for service and assistance. Treat people with respect. React well under pressure. Accept responsibility for own actions.

Act professionally and speak clearly and persuasively in positive or negative situations. Respond well to questions. Write clearly and informatively. Present numerical data effectively. Able to read and interpret written information.

Inspire the trust of others. Work with integrity and ethically. Follow policies and procedures. Support organization's goals and values. Uphold organizational values.

Display willingness to make timely decisions. Support and explain reasoning for decisions. Include appropriate people in decision-making process.

Demonstrate accuracy and thoroughness. Monitor own work to ensure quality. Follow instructions. Respond to management direction. Complete tasks on time or notify appropriate person with an alternate plan. Ask for and offer help when needed.

Consistently report to work and on time. Ensure work responsibilities are covered when absent. Participate in meetings. Arrive at meetings and appointments on time.

## **Qualifications**

To perform this job successfully, an individual must be able to perform each Essential Duty and Requirement.

### *Education and/or Experience*

All applicants must have a B.A. or B.S. degree; or a minimum of five years related experience and/or training; or equivalent combination of education and experience.

### *Language Skills*

All applicants must have the ability to read and interpret reports and correspondence. Applicants must have the ability to speak and present information effectively. Must have excellent spelling and grammar; excellent phone skills, meet deadlines; proof one's own work.

### *Mathematical Skills*

All applicants must have the ability to calculate figures and amounts such as discounts, interest, and percentages.

### *Reasoning Ability*

All applicants must have the ability to apply common sense; understanding to carry out instructions furnished in written, oral, or spreadsheet form and is able to multi-task.

### Computer Skills

To perform this job successfully, an individual should have at least five years experience utilizing all applications of MS Office and web-based software. All candidates must have experience with Facebook and all other social media tools.

### **Other Skills and Abilities**

- High level of interpersonal skills to handle sensitive and confidential situations. Position requires continual poise, tact, and diplomacy.
- High analytical skills to gather and summarize data for reports
- Must have knowledge of secretarial and administrative use of standard office equipment
- Work requires continual attention to detail in composing, typing, and proofing material
- Must be able to multi task and prioritize.

### **Physical Demands/Work Environment**

The physical demands and work environment characteristics described here are representative of those that must be met or that an employee may encounter while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit, use hands to reach and handle, and talk or hear. The employee is occasionally required to stand, walk, stoop and/or kneel. The employee must occasionally lift and/or move heavy objects. Specific vision abilities required by this job include close vision. The noise level in the work environment is usually quiet.

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Employee Signature

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Date

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Supervisor Signature

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Date