empower, Delivered by Craighead Electric

**Employee Job Description**

**Job Title:** Director of Marketing and Sales

**Grade:**

**Reports To:** Manager, em**power**, Delivered by Craighead Electric

**Directs:** Service Representatives

**Hours:** 8:00 AM to 5:00 PM or as directed.

**Job Summary and Objectives:**

The Director of Marketing and Sales leads efforts to acquire and expand both residential and commercial market presence through the crafting of marketing material, sales plans and strategies, and sales and marketing training. Additionally, Director of Marketing and Sales engages in direct sales and coordination of service installation activities to ensure organizational customer acquisition and revenue growth goals are met and exceeded. The Director of Marketing and Sales trains em**power** employees in all departments on all types of customer outreach and engagement. Finally, Director of Marketing and Sales directs activities to support em**power**’s existing customer base to meet customer needs and retain existing customers. The Director of Marketing and Sales strives to provide maximum service to em**power** by ensuring work is completed in a safe, economical, and efficient manner.

**Authorities:**

Employee has authority to take whatever action he or she deems advisable or necessary, subject only to the policies or general rules laid down by his or her immediate supervisor. Supervision over this position is general in nature, relying heavily upon the competency and accountability of the employee. Employee is expected to work independently. Employee is expected to keep the Manager informed of progress and potential problems, apply guidelines, and obtain approval for deviation from guidelines.

**Responsibilities:**

1. Work closely with Service Representatives to maintain an aggressive yet achievable revenue growth rate.
2. Train all employees on appropriate customer engagement in order to best represent em**power** and promote em**power**’s products and services.
3. Respond in a friendly and courteous manner to all service requests.
4. Maintain potential customer records collected through a variety of methods and systems.
5. Communicate empower product and service availability to potential customers.
6. Contact potential customers in order to sell empower products and services.
7. Ensure and maintain customer satisfaction through customer surveys, follow up, and other methods to promote a positive image of em**power**.
8. Work closely with all employees to create, modify, and preserve customer information records to schedule the installation and maintenance of em**power** products and services.
9. Communicate and promote em**power** growth rate goals and market expansion goals with all employees.
10. Analyze market and market competition to present plans for service area and market expansion to the Manager and Board of Directors.
11. Develop special products and services for unique customer needs and present creative solutions to the Manager for approval.
12. Present information related to em**power** revenue and performance metrics to em**power** Manager and Board of Directors.
13. Present information that promotes and protects em**power** to news and media outlets.
14. Craft sales goals and vision and aggressively pursue goal completion.
15. Directly manage a marketing program that supports sales goals and revenue growth.
16. Design and create marketing materials and content to inform internal and external em**power** stakeholders as well as potential customers of em**power** culture, products and services.
17. Build marketing materials with clear, concise, and creative language and engaging content that aligns with em**power**’s brand.
18. Build and maintain em**power**’s online presence to engage the local market through social media, the em**power** website, and other relevant outlets.
19. Develop and communicate branding initiatives and standards.
20. Target and gain a loyal client base that actively promotes and supports empower.
21. Oversee em**power**’s interaction with outside organizations through press interviews, information releases, and local leadership engagement.
22. Responsibly manage contracts with marketing and sales materials vendors.
23. Develop job-based knowledge, skills, and abilities in other em**power** team members.
24. Perform all other duties as assigned or directed.
25. May be subject to 24-hour emergency response.
26. **WILL OBSERVE ALL SAFETY RULES AND REGULATIONS AS REQUIRED.**

**Knowledge, Skills, and Abilities:**

1. Superb oral and written communications skills.
2. Highly self-motivated with the ability to set and achieve goals without intervention or feedback.
3. Excellent organizational skills.
4. Knowledge of telecommunication networks and systems preferred but not required.
5. Ability to plan and organize work to meet deadlines, all with a high degree of accuracy and attention to detail.
6. Ability to work closely with others and perform responsibilities professionally.
7. Possess strong computer skills and ability to learn new software and computer-related skills.
8. Skilled in all Microsoft Office software and some content creation software.
9. Possess strong analytical and critical thinking skills with demonstrated problem-solving abilities. A wide degree of creativity and flexibility is expected.
10. Ability to craft a variety of sales and marketing concepts developed from customer and competition understanding and product knowledge.
11. Ability to learn and possess knowledge of RUS, ANSI, NEC, NESC, and NESA specifications, rules and standards.
12. In addition to the required knowledge, the employee must have the ability to perform the duties of the position in a proper, safe, economical and workmanlike manner and be able to communicate well with others.

# Experience / Education

1. Bachelor’s degree in relatable field preferred.
2. 3-5 years’ experience in sales, marketing, or related field preferred.
3. Must possess valid non-restricted Arkansas driver’s license.
4. Excellent communication and organizational skills required.

# Attitude

Must be interested in aiding both customers and fellow employees; presenting and promoting a positive attitude; and in personal achievement as well as the success of the company.

# Working Relationships

1. Ability to work closely with **empower** and Craighead Electric Senior Staff and key stakeholders to attain the goals that have been set for this position.
2. Ability to communicate with public during construction and restoration activities.
3. Ability to work with and communicate with supervisor regarding assignments, work activities, and related matters.
4. Ability to work with system dispatcher in service restoration activities and in receiving and conveying outage restoration information during emergency situations as required.
5. Ability to work with all personnel on various service activities.
6. Ability to work with material vendors, outside consultants, and other stakeholders on all sales and marketing activities.
7. Ability to travel and represent em**power** as needed.

**Personal Characteristics**

Must be able to perform the core elements of the position of Director of Marketing and Sales competently, following a training period of not to exceed three (3) months. Must possess personal characteristics that will make employee a productive work team member, including high integrity, good personal habits and regular attendance at work. Should be friendly and able to meet people easily and adjust to different personalities. Should be able to gain and maintain respect of others, both inside and outside of the organization. Must be reliable and dependable.

# Working Conditions

Work is generally performed inside but site visits may be required in all types of weather. Position requires limited physical exertion and there are opportunities to relax from any physical exertion or to change positions in work activities. The employee may lift and/or move 5-25 pounds on a monthly basis. Person in this position must be available to work irregular hours and respond in emergency situations.

Accepted by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employee

Accepted by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Department Manager

**3/2019**