

Sales and Marketing Administrator

Provide operational and clerical support to the Sales and Marketing departments in promoting the company and increasing customer awareness

Job Description:

- Assist in the creation and management of sales proposals and forecasts
- Help to create and manage marketing collateral and social media accounts
- Work with team to define marketing campaign objectives and audiences
- Maintain internal CRM system and ensure timely updates from all departments
- Manage customer samples and application study process
- Coordinate with Sales, Marketing, Engineering, and Project Management departments
- Create reports and generate presentations for internal and external meetings
- Interface and liaise between internal teams and customers
- Provide market research support
- Attend trade shows and/or customer meetings as needed
- Travel is approximately 25%

Essential Skills:

- Bachelor's degree
- 1 – 2 years of experience in sales / marketing field
- Proficiency in MS Office suite
- Ability to solve problems creatively
- Excellent organizational skills, such as time and project management, and prioritization
- Self-motivated and confident with a positive attitude and ability to work in a team environment
- Excellent interpersonal skills and the ability to build and maintain relationships
- Flexible and able to work under pressure in an evolving, fast-paced environment
- Strong written and verbal skills
- Effective communicator both internally and externally
- Legally authorized to work in the US and able to successfully pass a complete background check and drug test

Preferred Skills:

- Graphic design experience
- Clear and concise writing style
- Experience working with CRM / sales automation tool
- Familiarity with a variety of field sales concepts, practices and procedures
- Proven customer service skills

Physical Demands:

- Regularly required to sit, walk and stand
- Expected to effectively communicate in person, on phone, and via email and other electronic devices on a continual and repetitive basis.
- Will need to repeatedly use hands to finger, handle, feel and operate standard office equipment
- Day to day responsibilities could require lifting and moving of materials up to 25 pounds.
- Occasionally will be required to lift, move, erect and assemble marketing and tradeshow materials and equipment up to 50 pounds and of varying height, length and width dimensions.
- Specific vision abilities required include close vision, distance vision and the ability to adjust focus.

Mental Demands:

- On a regular basis, will be required to:
 - use written and oral communication skills
 - read and interpret data, information and documents
 - analyze and solve non-routine and complex office administrative problems
 - be creative, make judgements, use reasoning and make decisions
 - observe and interpret situations
 - learn and apply new information or skills
 - perform detailed work on multiple, concurrent tasks
 - work under intensive deadlines with frequent interruptions
 - interact with internal and external customers holding positions from a wide array of disciplines and organizational hierarchy levels
- May need to communicate and effectively manage dissatisfied or frustrated customers and/or interface with difficult/demanding individuals.