

**XPRES LLC**  
**JOB DESCRIPTION**

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

**Reports to: CEO**

**Class: Senior level management position**

**Job Responsibilities:**

**Develops and manages business and product development activities involving marketing and sales plans, implementing sales plans, managing related staff including inside sales support staff within a B2B business model.**

**Works closely with all departments of company on site in effort to create and promote seamless coordination to achieve positive client experiences before, during, and after the order is received.**

**Job Duties:**

**Promote the company's existing products.**

**Oversee product development and introduce new products.**

**Research and develop marketing opportunities, understanding client requirements, identifying market trends, and system recommendations to improve the company's marketing goals.**

**Implement sales and advertising plans.**

**Recruit, train, schedule, coach, and manage sales and marketing staff to meet sales and marketing targets.**

**Analyze budgets, prepare annual budget plans, schedule and approval of related expenditures, and ensuring sales team meets their goals while remaining within approved expense levels.**

**Review trends and market data to report to senior company management.**

**Maintain relationships with key accounts by making field visits and promoting new product opportunities.**

**Maintaining industry involvement by attending educational opportunities, conferences/trade shows, and workshops for personal and professional networking and development.**

**Works closely with Operations management team for input on promoting best margin products and services.**

**Supervision, directing, and coaching of inside Sales Support staff with concentration on Client Experience. Available for client resolution support as needed.**

**Requirements:**

**A bachelor's degree in marketing, business administration, or related fields.**

**5-10 years of experience in marketing or sales field.**

**Management experience a plus.**

**Strong analytical, organization, and creative thinking skills.**

**Excellent communication, interpersonal, and customer service skills.**

**Ability to work under pressure in fast paced climate.**

**Ability to understand and follow company procedures when needed, but also ability to challenge current policies for process improvement.**

**Compensation:**

**Commensurate with experience and qualifications. Base salary with annual bonus opportunity offered.**

**Location:**

**Position based in Winston Salem, NC.**

**Industry Associations:**

**ASI: 52475**

**PPAI: 114221**

**SAGE: 61762**

**UPIC: XPRES**