

SALES AND MARKETING MANAGER

Reports to: Primary – Assistant General Manager
Secondary – Anchorage General Manager

Division:	Everts Air Cargo	Department:	Sales
		Station:	ANC

Job Summary:

Develop and implement sales and marketing strategies and initiatives to achieve corporate growth and organizational objectives. Work collaboratively with cargo, customer service and other departments to maximize the efficiency and effectiveness of the operation, as well as the profitability of the company. Responsible for managing the sales team and maximizing sales opportunities to meet overall company objectives, ensuring a positive team environment through strong leadership.

Essential Functions:

1. Maintain a motivated and productive team through the performance of leadership functions including team building, recruitment, hiring, training, coaching, counseling, performance monitoring, reviews, and disciplinary action.
2. Develop and implement a sales enhancement and marketing strategy for the organization (domestic and international) to increase market share. Include goals and objectives in the areas of sales promotions, marketing, and public relations, that are appropriate, achievable and complement the company's current growth strategy.
3. Develop and achieve sales objectives through effective planning, setting sales goals, and tracking and analyzing sales metrics, to expand Everts Air's customer base and ensure a strong presence in the communities it serves.
4. Identify customer needs, develop collateral, and determine service pricing and discount rates.
5. Responsible for the development and continuous review of processes and department documents.
6. Ensure accountability for the correct and accurate completion of sales tracking and reporting, including the comprehensive use of the Everts CRM. Ensure all staff provide weekly sales report updates, and fully comply with all CRM tracking/update requirements.
7. Retain existing accounts and establish new business relationships by identifying and making regular sales calls in the Alaska freight community, including corporate, local, state, federal, and military organizations.
8. Conduct statewide business development calls and visits to existing and prospective Everts Air clients.
9. Increase awareness and visibility of Everts Air throughout the State.
10. Create strong relationships with key client stakeholders and trade partners.
11. Build strong cross functional working relationships with customer service, cargo, and load control, to maximize sales potential and ensure service delivery commitments are achieved.
12. Develop and maintain excellent communication and cooperation with Everts Air Cargo management, department personnel, agent stations and primary vendors.
13. Work closely with Everts Teams to further organizational priorities such as the Company Website and Newsletter.
14. Represent the organization in trade shows, conferences, and meeting conventions to develop business relationships and leads, while maintaining brand integrity and maximizing return on investment.
15. Understand and report on the competitive landscape, market trends, promotions, offerings, competitive rates, etc. and propose strategies to maintain business momentum and improve the company's position.
16. Own projects and exceed expectations, with ability to find solutions and deliver results within a rapidly changing, entrepreneurial driven culture.
17. Monitor costs and perform sales and marketing job tasks in such a manner that maximizes profitability.
18. Assist with Sales and Marketing activities for Everts Air subsidiaries, as required.
19. Support and participate in an organizational culture in which a passion for continuous improvement is innate.
20. Perform other duties or projects as assigned.

Additional Responsibilities:

Safety

1. Comply with all safety aspects, specific practices and procedures of the work scope and position(s).
2. Be familiar with the Company's Safety Management System (SMS) and Occupational Safety Manual (OSM).
3. Contribute to the Safety Culture of the Company and report any Safety Hazards.
4. Required to learn and understand Dangerous Goods Transportation requirements.

5. Keep your work areas clean and free of hazards; correct unsafe conditions when encountered and report those that you are unable to personally correct, to a supervisor.

Security

1. Comply with all security practices, policies, and procedures as trained.
2. Maintain employee vigilance and report all security concerns.

Administrative

1. Build an organizational culture in which passion for continuous improvement is innate.
2. Ensure adherence to procedures that promote the health and welfare of all employees.
3. Promote the mission, vision, and values that the Company has developed, and ensure adherence to the Everts leadership manual and employee handbook.

Physical Abilities:

The Physical requirements indicated below are examples of the physical aspects that this position must perform in carrying out essential job functions.

1. Ability to reach horizontally and vertically with arms. Sufficient dexterity to manipulate small objects and print or write legibly.
2. Sufficient physical ability, strength, mobility, and stamina to lift, carry, push, or pull objects which may frequently exceed 70 pounds in a series of functional tests which clearly simulates the work environment.
3. Physical ability to sit for extended periods of time.
4. Requires the ability to be sedentary for extended periods of time.
5. Shall perceive the nature of sound, near and far vision, depth perception, providing oral information, the manual dexterity to operate business related equipment, and handle and work with various materials and objects are important aspects of this job.

Reasonable accommodation may be made to enable a person with a disability to perform the essential functions of the job.

Qualifications:

1. BA degree in Marketing, Business or equivalent work experience plus an additional 2 years sales experience and/or prior work experience in the transportation industry or equivalent.
2. Previous experience in leading a sales team and proven ability to influence cross-functional teams.
3. Previous experience in senior sales role with demonstrated ability to meet or exceed targets.
4. Possess extensive knowledge of sales principles and in depth knowledge of marketing techniques.
5. Must have good computer skills with spreadsheet and word processing application capability.
6. Must be proactive, resilient, and highly adaptable with the ability to work in a fast-paced environment
7. Strong interpersonal communication, coordination, analytical and multi-tasking skills.
8. Must be meticulous, process and service oriented with strong time management skills and the ability to deliver within tight deadlines.
9. Must be strong team player who is also able to work independently.
10. Must have the strong ability to problem solve and negotiate and close on critical sales contracts.
11. Must be able to travel to Alaskan Villages and conduct sales calls. Requires distance walking on uneven surfaces.

This job description in no way states or implies that these are the only duties to be performed by this employee. The individual will be required to follow any other instructions and to perform any other duties requested by his or her supervisor.

Everts Air Cargo is an Equal Employment Opportunity Commission compliant (EEOC) employer.

Employee Signature _____ Date _____

Employee Printed Name _____