

Sales and Marketing Manager

Reports to: Senior Sales and Service Manager

Department:

Sales

Division: Everts Air Cargo

Station:

ANC

Job Summary:

Develop, plan, and implement sales and marketing strategies 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 human resource functions including recruitment, hiring, training, coaching, counseling, performance monitoring, reviews and disciplinary action.
2. Achieve sales objectives through effective planning, setting sales goals, and tracking and analyzing sales metrics, in order to expand Everts Air's customer base and ensure a strong presence in the communities it serves.
3. Responsible for continuous review and improvement of processes, procedures and department documents.
4. Ensure accountability for the correct and accurate completion of sales tracking and reporting, including the comprehensive use of the CRM.
5. 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.
6. Conduct business development calls and/or visits to existing and prospective Everts Air clients.
7. Actively manage relationships with key shipper, industry and trade partners.
8. Build strong cross functional working relationships with customer service, cargo, and traffic to maximize sales potential and ensure service delivery commitments are achieved.
9. Develop and maintain excellent communication and cooperation with Everts Air Cargo management, department personnel, agent stations and primary vendors.
10. Attend and participate in trade shows, conferences, and meeting conventions to develop business relationships and leads, while maintaining brand integrity and maximizing return on investment.
11. Observe and report on the competitive marketplace, promotions, offerings, competitive rates, etc. and propose strategies to maintain business momentum and improve the company's position.
12. Develop and implement future planning goals and objectives in the areas of sales promotions, marketing and advertising, and public relations, that are achievable and realistic, and that complement the company's current growth strategy.
13. Perform sales job tasks in such a manner that Everts Air maximizes profitability while focusing on cost conscious issues such as productivity, travel, and office supplies and equipment.
14. Assist with Sales and Marketing activities for Everts Air subsidiaries, as required.
15. Support and participate in an organizational culture in which a passion for continuous improvement is innate.
16. 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.

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. Requires the ability to understand, retain, and deliver information verbally and in writing.
2. BA degree in Marketing, Business or equivalent work experience plus an additional 2 years sales experience and prior work experience in transportation industry or equivalent
3. Must have good computer skills with spreadsheet and word processing application capability.
4. Requires travel; occasional irregular hours, weekends and overtime hours.
5. Must be proactive, resilient and highly adaptable with the ability to work in a fast-paced environment
6. Strong interpersonal communication, coordination, analytical and multi-tasking skills
7. Meticulous, process and service oriented with strong time management skills and the ability to deliver within tight deadlines
8. Strong team player who is also able to work independently
9. Must have the strong ability to negotiate and problem solve effectively

This job description in no way states or implies that these are the only duties to be performed by this employee. He or She 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 _____