



Senior vice president, Marketing and Sales

Description

Our marketing department is seeking an experienced individual to support our external marketing and sales efforts by writing business communications, including internal publications and press releases. Provide leadership and coordination of company sales and marketing functions. Develop and implement sales and marketing strategy. Monitor and analyze sales and marketing activity against goals.

Job Purpose

As senior vice president, marketing and sales, you will be responsible for:

- You will direct all marketing and sales strategies, overseeing the brand's fundraising and donor loyalty program, consumer and partner organization marketing activities, advertising, public relations and e-commerce.
- Direct and coordinate company sales and marketing functions.
- Develop and coordinate sales and selling cycle and methodology
- Serve on planning and policy-making committee
- Research and develop strategies and plans which identify marketing opportunities, direct marketing and new project development.
- Analyze and evaluate the effectiveness of sales, methods, costs, and results.
- Develop and manage sales and marketing budgets, and oversee the development and management of internal operating budgets.
- Plan and coordinate public affairs, and communications efforts, to include public relations and community outreach.
- Participate in the development of new proposals.
- Establish and implement short and long range goals, objectives, policies, and operating procedures.
- Supervise the planning and development of company marketing and communications materials
- Represent the company at various community and or business meetings to promote the company.
- Supervise the preparation, issuance and delivery of sales material, exhibits and promotion programs.
- Promote positive relations with partners, vendors and distributors.
- Recommend and administer policies and procedures to enhance operations.
- Work with department managers and corporate staff to develop three year and five year business plans for the company.
- Establish and implement short and long range departmental goals, objectives, policies and operating procedures.

- Direct and oversee the company marketing function to identify and develop new customers products and services.
- Other duties as assigned

Additional Responsibilities

- Recruit, train, supervise and evaluate department staff

Skills/Requirements

- Minimum of 2 years related experience in communications, marketing, or charitable fundraising.
- Bachelor's Degree in Journalism, Communications, Public Relations, Advertising, Marketing or related field or an equivalent combination of education and experience.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook).
- Strong written and verbal communication skills.
- Work schedule/location and compensation will be discussed during the interview.

Location Details

Our Headquarters is located in Portsmouth, VA. Local candidates are preferred. Relocation assistance is not available.

Interested candidates are required to submit resume and compensation requirements to:
jobs@wecannetwork.org