



INTRODUCTION

This position is part of the Executive Team and requires a very strong ability to lead people, manage corporate sales and marketing, and define and personally create sales resources.

RESPONSIBILITIES

Sales

- Direct, manage, lead and coordinate company sales functions.
- Develop and manage sales and marketing budgets and oversee the development and management of internal operating budgets.
- Develop, implement and continuously improve a go-to-market plan/strategy that expands the company's customer base and ensures its strong presence in the market.
- Regularly assess the approach, value, success and needs of sales and marketing tools, resources and collateral, and develop as necessary to improve the message, presentations, responses, message-delivery capabilities and selling of sales personnel. Refine the message as necessary to improve prospect understanding and buy-in.
- Recruit, train, supervise, and evaluate department staff, including developing and enhancing training materials, coaching sales skills, and building the skill sets of the of sales team members.
- Develop a complete understanding of the company business, services, and value proposition.
- Develop a complete understanding of the company's market/buyer, buying challenges and limitations, and best approach to selling in the market.
- Perform analyses and develop product/service pricing, proposal models/templates, and complete RFPs.
- Identify emerging markets and market shifts while being fully aware of new products and the competitive environment
- Work with and guide the sales team to provide ideas for helping to achieve sales goals, plans and objectives.
- Analyze and evaluate the effectiveness of sales, methods, costs, and results.
- Establish and implement short- and long-range goals, objectives, policies, and operating procedures.

Marketing

- Direct, manage and lead company marketing functions, and responsible for the marketing of company programs and services to the K-12 and other business markets (the latter as determined appropriate by the company).
- Develop an annual marketing plan and ensure consistency and applicability with the sales go-to-market plan/strategy.
- Develop, maintain and improve corporate positioning statements and value propositions, and ensure consistency in all sales and marketing efforts with those statements/propositions.
- Ensure the effectiveness and quality of work/service of marketing staff/vendors and maintain conformance to schedules and consistency with the company marketing program, strategy, messaging and branding.
- Ensure continuity and consistency in the company marketing program, strategy, messaging and branding throughout the company.
- Works on an ongoing basis to keep up with market information (customer research, market conditions, competitor data and other) and implement marketing plan changes as needed to ensure the company is maintaining a marketing image as a growing, leading-edge, premium service/product.
- Manage the development of strategies and plans which identify marketing opportunities, direct marketing, and new project development.
- Manage and coordinate public affairs, and communications efforts, to include public relations and community outreach.

General

- Thorough understanding of the science of sales and marketing.
- Ability to single-handedly run the "business" of a sales and marketing "company."
- Proven ability to design, develop and implement both strategic programs and supporting tactics.
- Superior written and verbal communications skills
- Highly developed interpersonal skills required to effectively work with all stakeholders, departments, and teams both internal and external.
- Strong project management skills with demonstrated ability to multi-task and set priorities to meet company and project timelines at high company expectations.
- Ability to quickly grasp complex technical and business concepts and express them in clear language.
- Flexible and open to changing priorities and managing multiple tasks simultaneously within compressed timeframes.
- Direct and manage both internal and external personnel to deliver quality results and meet expectations.



- Develop project plans for each individual project to manage all aspects of team involvement, collateral development and management of timelines.
- Evaluate, recommend and support potential strategic partnership.
- Constantly strive toward continuing professional growth.
- Work to improve education marketing and business skills along with market and product knowledge.
- Participate in the development of new project proposals.
- Represent the company at various community and/or business meetings to promote the company.
- Supervise the preparation, issuance, and delivery of sales materials, 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 five year and ten-year business plans for the company.
- Establish and implement short- and long-range departmental goals, objectives, policies, and operating procedures.
- Serve on planning and policy-making committees.
- Adhere to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.
- Other duties as assigned.

RELATIONSHIPS AND ROLES (INTERNAL/EXTERNAL COOPERATION)

- Maintain contact with clients to ensure high levels of client satisfaction.
- Demonstrate ability to interact and cooperate with all company employees.
- Build trust, value others, communicate effectively, drive execution, foster innovation, focus on the customer, collaborate with others, solve problems creatively and demonstrate high integrity.
- Maintain professional internal and external relationships that meet company core values.
- Proactively establish and maintain effective working team relationships with all departments.

KNOWLEDGE AND SKILL REQUIREMENTS

- Experience in strategic planning and execution. Knowledge of contracting, negotiating, and change management.
- Demonstrate technical selling skills and product knowledge in all areas that helps the sales team to effectively present and represent all WORKS programs.
- Knowledge of structuring sales quota goals and revenue expectations.
- Experience in planning marketing strategies, advertising campaigns, and successful public relations efforts.
- Work requires professional written and verbal communication and interpersonal skills.
- Ability to motivate teams to produce quality materials within tight timeframes and simultaneously manage several projects.
- Ability to participate in and facilitate group meetings.
- Previous experience managing outside sales staff.
- Proven recruiting and retention abilities.
- Leading and supporting complex solution sales.
- Excellent, proven, and reference-able track record developing new business and delivering revenue growth.
- Proficient analytical skills, ability to think strategically and influence business decisions using appropriate, fact-based information.
- Strong written and oral communication and presentation skills.
- Ability to develop strong partnerships and a collaborative, team environment within and across the organization.
- Ability to apply sound judgment to day-to-day processes.
- Enthusiastic attitude with desire to be a key player on a strong team.
- Excellent time management, organization, and prioritization skills.
- Personal accountability, adaptability and flexibility are key behaviors that will lead to the success of this role.
- Dynamic interpersonal skills are a critical success factor for this role, including assertiveness, impactful communication style with ability to influence actions/business decisions, high energy level with a bias for action, high credibility/respect from colleagues, and a positive, gets-things-done attitude.
- Work requires willingness to work a flexible schedule.

JOB SPECIFICATIONS:

The knowledge and skill requirements are normally acquired through a combination of the completion of a degree in marketing and ten years of experience in a senior-level sales and/or marketing position.

VP, Sales and Marketing

Sales and Marketing Department



Smarter Solutions. Safer Schools.

- B.S. degree in related field required
- At least 5 years of professional sales management experience required
- At least 7+ years sales or customer success experience in SaaS. (industry sales experience will be valued).
- Strong experience with Salesforce, Windows and other software.
- Skilled in using the internet for web research and sales.
- Strong understanding of customer and market dynamics and requirements.
- Willingness to travel and work with the sales team.
- Proven ability to achieve sales quotas.

DISCLAIMER

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.