

**SUMMERS MANUFACTURING COMPANY, INC.
POSITION DESCRIPTION**

POSITION TITLE: Marketing Assistant/Sales Coordinator
IMMEDIATE SUPERVISOR: VP – Marketing and Sales
SUPERVISION RESPONSIBILITIES: No

DEPARTMENT: Sales
FLSA: Non-Exempt

1. GENERAL SUMMARY OF RESPONSIBILITIES:

Promote Summers Manufacturing Co., Inc. and its products by providing outstanding customer service to dealers. Participate in marketing activities and policies to promote products and services.

2. SPECIFIC JOB RESPONSIBILITIES:

Marketing Assistant:

- A. Prepare reports for VP of Sales.
- B. Gather information on competitors.
- C. Gather information on methods of marketing and distribution.
- D. Handle information requests.
- E. Research, maintain and report on marketing data to aid management in determining marketing direction.
- F. Support day-to-day operations including media campaigns, promotions and projects.
- G. Ensure proper registration, documents submitted, payments made, and advertising in place for farm shows.
- H. Travel to, set-up and work various farm shows and events throughout Summers Sales territories. (Currently 13-15 per year or more).
- I. Arrange and coordinate special events, projects and mailings.

Sales Coordinator:

- J. Take phone and e-mail orders for whole goods.
- K. Assist customers with questions and pricing of equipment from catalogs.
- L. Coordinate shipment of dealer's orders with company dispatcher and Maddock and Devils Lake production departments.
- M. Monitor dealer inventories.

- N. Ensure timely delivery of sold and booking orders to dealers.
- O. Ensure timely delivery and set-up of show equipment to show sites.
- P. Arrange and monitor transfer of sold equipment between dealerships.
- Q. Revise catalog on a yearly basis.
- R. Order needed supplies to assemble catalogs.

3. JOB SPECIFICATIONS:

A. Education/License/Certification Requirements

- 1. High School diploma or equivalent, required. Bachelors Degree in Marketing, preferred.
- 2. Valid North Dakota driver license with a clean driving record, required.

B. Experience Requirements

- 1. Knowledge of Summers Manufacturing Co., Inc. products or general farming practices, required.
- 2. Two (2) years customer service experience, required.
- 3. Two (2) years sales or marketing experience, required.
- 4. Experience with spreadsheet and word-processing computer applications, required. Experience with Syspro, or other ERP (Enterprise Resource Planning) software, preferred.
- 5. Farm background, preferred.

C. Qualifications

- 1. Excellent oral and written communication skills, required.
- 2. Ability to work as part of a team, required.
- 3. Ability to learn and present technical material, preferred.
- 4. Excellent public speaking skill, preferred.
- 5. Excellent customer service skills, required.
- 6. Ability to multi-task, required.

D. Physical Requirements

1. Ability to sit for long periods of time, up to six (6) hours per day, required.
2. Manual dexterity, required.

E. Lift and Carry Requirements

1. This position requires lifting and carrying boxes of paper and files, weighing up to 70 lbs. in the following situations:
 - a. Moving boxes of paper short distances from storage facilities to computer printers.
 - b. Moving files and boxes of files short distances from file cabinets to work area or storage facilities.

F. Equipment/Tools Requirements

1. Ability to utilize office machines such as telephone, fax machine, photocopier, etc., required.

This job description does not list all the duties of the job. Your supervisor may make an assignment of other duties or instructions from time to time.

This assignment of duties or instructions will be within your knowledge and skill base to ensure performance of the assignment in an adequate manner.

Management has the right to revise this job description at any time.

This job description is not a contract for employment, and either you or the firm may terminate employment at any time, for any reason.