

**SUMMERS MANUFACTURING COMPANY INC.
POSITION DESCRIPTION**

POSITION TITLE: Director of Sales and Marketing
IMMEDIATE SUPERVISOR: President
SUPERVISION RESPONSIBILITIES: Yes

DEPARTMENT: Sales
FLSA: Exempt

1. GENERAL SUMMARY OF RESPONSIBILITIES:

Provide leadership and coordination of all of the company's sales and marketing functions. Develop and implement sales and marketing strategy. Monitor and analyze sales and marketing activity against goals.

2. SPECIFIC JOB RESPONSIBILITIES:

A. Marketing

1. Direct and oversee the company sales and marketing function for present and future markets and identify and develop new customers for company products.
2. Obtain and keep customers for the company through marketing and relationship building.
3. Supervise the planning and development of company marketing and advertising material and select media for its release.
4. Determine methods of display and set prices of items to be sold in conformity with value, profitability and market.

B. Sales Planning and Analysis

1. Partner with Engineering for the development of new equipment.
2. Partner with Operations for planning of production of equipment.
3. Determine sales forecast and sales strategy based on past selling cycle, market analysis, current market conditions, market outlook, and developed products.
4. Establish and implement short and long-range departmental goals, objectives, policies, and operating procedures.
5. Assist the development of Build-Shipping schedule to ensure timely deliveries.

C. Personnel Management

1. Recruit, train, develop, and retain sales team.
2. Responsible for coaching, and evaluating the performance of sales and service staff.

D. Communication

1. Keeps the Board of Directors and Executive Team informed of sales performance and provides advice on all sales and marketing matters.
2. Facilitates communications between sales and Sr. Management. Presides over MRP/Forecasting and Sales meetings.

E. Department Management

1. Establish and implement departmental goals, objectives, tactics, policies and operating procedures.
2. Develop and manage sales and marketing budgets.
3. Oversee the development and management of service department budgets.

F. Executive Team Member

1. Help develop and maintain desired company culture.
2. Provide leadership for the organization.
3. Support teamwork.
4. Provide frequent communication up and down the organization
5. Work with departments to develop long term strategy and business plans for the company.

3. JOB SPECIFICATIONS:

A. Education/License/Certification Requirements

1. High School Diploma or equivalent, required. Bachelors Degree in Sales, Marketing, Business Administration or other related field, preferred.
2. Valid North Dakota driver's license with a clean driving record, required.

B. Experience Requirements

1. Minimum of ten (10) years diversified experience in marketing and sales.

C. Physical Requirements

1. Ability to sit up for long periods of time, up to eight (8) hours, required.
2. Work may require occasional weekend and/or evening work.

3. Work may require some domestic and foreign travel.

D. Equipment/Tools Requirements

1. Ability to utilize office machines such as telephone, computer, fax machine, printer and photo copier, required.

E. Competencies

1. Assertiveness
2. Conceptual Thinking
3. Decision Making
4. Delegating Responsibility
5. Project Management
6. Strategic Planning
7. Interpersonal Skills
8. Negotiation Skills
9. Working Under Pressure
10. Public Speaking

By accepting a position within Summers Mfg. you will become part of a team which comes with the responsibility of promoting a culture that ALL employees are accountable to. This culture is defined as:

- * Ensuring a safe workplace by always being aware of potential hazards and following all safety rules.
- * Fostering the company values in communications and decisions made every day by being respectful and promoting a team environment.
- * Accepting and Supporting the challenge to participate in the continuous improvement efforts by actively contributing in identifying and eliminating waste within the company; by identifying problems, finding solutions, and being an active participant in sustaining those solutions.
- * Smile every day!

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.

JOB DESCRIPTION ACKNOWLEDGMENT

I acknowledge that I have received a copy of the updated job description for my position with Summers Manufacturing. I have read this job description (or had it read to me) and I completely understand all my job duties and responsibilities. I am able to perform the essential functions as outlined, with or without reasonable accommodation. I understand that my job may change on a temporary or regular basis according to the needs of my location or department without it being specifically included in the job description. I understand that it is my responsibility to ask my supervisor or human resources for more clarification should I have any questions about my job duties and responsibilities or require a reasonable accommodation.

I understand, and have received a copy of my updated job description.

Signed: _____ *Date:* _____

Supervisor Signature

Date

Employee or Supervisor comments:

Return this form to Human Resources.