



## POSITION DESCRIPTION

**Job Title:** Sales and Marketing Administrator

**Reports to:** Vice President of Business Development

**FLSA Status:** Non-Exempt

### **Scope of Position:**

The Sales and Marketing Administrator's primary duties are to input maintain and track data in the CRM portal for the sales team. Additionally, this position will assist the Sales and Marketing team by providing ongoing support to all team members.

### **Reporting Relationships:**

The Sales and Marketing Administrator will provide support to the Marketing Manager and Sales team. This position reports directly to and is fully accountable to the Vice President of Business Development.

### **Job Requirements:**

1. Education
  - a. Required: High School Education
  - b. Preferred: Associate degree or Higher
2. Licensing/Registration/Certification
  - a. Required: Valid driver's license. (Approved driving record required per company policy)
  - b. Preferred: None
3. Experience
  - a. Required:
    - i. Administrative experience with sales and/or marketing background.
    - ii. An elementary working knowledge of marketing and sales tracking results.
  - b. Preferred: Working knowledge of the software below.
    - i. Microsoft Office Products/Top Builder CRM/SharePoint
    - ii. Marketing software including social media platforms.
4. Skills, Knowledge, and Abilities
  - a. Produce clear and concise written correspondence. (Letters and emails)
  - b. Produce branded marketing communications (Flyers, brochures, press releases and trade show projects)



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- c. Provide support to sales and marketing campaigns.
5. Planning and Time Utilization
    - a. Shows ability to consistently recognize and deal with priorities based on department objectives.
    - b. Maintains an organized and efficient work environment.

### **Physical Requirements:**

1. Employee must be able to Stand, Walk, Sit, Talk/Hear, Use hands to finger, handle or feel, climb or balance, Stoop, Kneel, Crouch or crawl, Reach with hands and arms, taste or smell. Must be able to lift up to 50 Pounds.
2. Employee must have Close Vision (clear vision at 20 inches or less).
  - a. Distance Vision (clear vision at 20 feet or more).
  - b. Color Vision (ability to identify and distinguish colors).
  - c. Peripheral Vision (ability to observe an area that can be seen up/down or to the left/right while eyes are fixed on a given point).
  - d. Depth Perception (three-dimensional vision, ability to judge distances and spatial relationships).
  - e. Ability to Adjust Focus (ability to adjust the eye to bring an object into sharp focus).

### **Working Conditions:**

The working conditions will be those typical of a construction firm. The Sales and Marketing Administrator is required to move about the business, both indoors and out. Time will be divided among the office, outside functions, and other locations as necessary. This position is considered a hybrid position. Working from a homework station will be required at times.

### **Responsibilities and Duties:**

Administrative Duties: Administrative duties for the Sales and Marketing department including, but not limited to the following:

1. Maintain CRM accounts, leads, job opportunities and opportunity status.
2. Create folders and file structures according to company standards for new opportunities in preparation for assignment to Program Teams.



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3. Entering qualified opportunities on the bid board and assist in managing bid board coordination and recording bid deadlines. Folders will include all pertinent information for team to adequately produce a qualified estimate.
4. Maintain ROM pricing sheet for sales team. (Record all proposals that go out for reference in ROM pricing) Updated weekly.
5. Answer Sales and Marketing specific phone calls and/or emails as needed.
6. Coordinate and book conference rooms for the Sales & Marketing teams.
7. Coordinate Sales and Marketing department calendars and provide updates on scheduled events.
8. Coordinate sales and marketing events, meetings and agendas as needed.
9. Coordinate marketing materials and web content in support of marketing department goals.
10. Coordinate client prequalification process.
11. Support coordination of conventions and trade shows for sales and marketing when required.
12. Cultivate client and vendor relationships through promotional item drop offs of gifts and various marketing materials as needed.
13. Follow up on recent proposals for sales team as required.
14. Perform other duties as assigned.