



Marketing and Sales Operations Manager

Job Description

Department:	350 - Marketing	Reports To:	VP of Sales & Marketing
Positions Supervised:	Marketing Specialist		
Travel Required:	5%	FLSA Status:	Exempt
Schedule:	M-F 8:30-5:30	Classification:	Full-Time
Last Revision Date:	10/15/2021	Location:	Oldsmar, FL

Job Summary

This position is responsible for the creation and management of end-to-end marketing initiatives in support of stated sales and revenue goals, while also maintaining day-to-day management of sales account team operational functions. The Marketing and Sales Operations Manager will work with the VP of Sales & Marketing to define marketing initiatives, tactics, internal cross-functional disciplines and enhancing the sales team on business processes through strategic communication and resources.

Duties and Responsibilities

The following are duties and responsibilities for the position. Other duties or functions may be performed as assigned.

- Spearheads and maintains VPG’s marketing communications programs, including the development of sales support materials to be made readily available for sales staff. Programs include the development and maintenance of customer facing documentation, collateral, installation guides sell sheets and sales presentations.
- Maintains VPG’s brand standards, copy guidelines and tone of voice for internal and external correspondences and imagery as it would appear in paper based and electronic formats.
- Maintains a competitive analysis program.
- Establishes role as the subject matter expert on product development – becomes the go-to person for questions
- Oversees learning and development training initiatives and dissemination platforms.
- Provides regularly scheduled reviews of all marketing programs with emphasis on ROI.
- Participates in product engagement responsibilities, including promotion, development, fulfillment, and leadership
- Responsible for overall sales team reporting through CRM tracking.
- Assists in sales meetings.
- Participates in the development of annual marketing budget.
- Supports product management program and the product life cycle, including the identification of life cycle stages and support each product as required at the respective stages.
- Oversees the creative development and on-going evolution of the VPG website including SEO and SEM initiatives.
- Develops communications vehicles to proactively market VPG’s product portfolio in a global environment.
- Maintains and develops cross functional partnerships with all facets of the VPG organization through SOPs.
- Helps VP of Sales develop sales training materials for company-use through an LMS.
- Supports sales and marketing teams by serving as liaison to upper management on project and account items.

Knowledge and Skill Requirements

To perform this job successfully, an individual should have the following knowledge and skills:

- Proven experience in managing multiple projects and key initiatives simultaneously.
- Proficiency in various Microsoft Office programs required, i.e., Word, Excel, PowerPoint and Outlook.
- Proficiency in Adobe Creative Cloud applications and an understanding of multimedia development timeframes.
- Proficiency in WordPress.
- Understanding of Google Analytics and Mailchimp (or similar) is desired.
- Exceptional interpersonal skills allowing for rapid production of clear, concise written and verbal communication targeted for both internal and external groups.
- Proficient knowledge of CRM systems.
- Proven ability to perform situational analysis and demonstrated ability to solve problems.
- Highly organized and detail-oriented with ability to prioritize.
- Expected to lead and facilitate meetings.
- Professional demeanor.

Education and/or Experience

Bachelor's degree is preferred. Management background with the ability to prioritize and delegate is required.

Certificates, Licenses, Registrations

This position does not require certificates, licenses, or registrations.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. This position may require extended periods of standing, sitting, as well as some repetitive movements and repetitive lifting of minimal weight. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work Environment

The work environment has a normal level of office sound. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Travel

Light travel is required for this position for occasional trade shows.

Supervisory Responsibilities

This position supervises the Marketing Department.

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Employee Name

Employee Signature

Date