

Job Description

VP Sales & Marketing

(Company name) is looking for a seasoned sales and marketing executive to drive business expansion. (Company name) provides (what the business provides) for the (insert who) market(s). Founded in _____, (company name) has shown strong, profitable growth annually (modify accordingly). The ideal candidate will have proven experience developing and leading successful business development teams as well as a strong personal business creation track record in the (insert) industry.

Responsibilities:

This position reports to the company CEO and will have complete responsibility for all sales and marketing functions including:

- Annual marketing and sales planning, including related budget creation and management.
- Monthly, quarterly, and annual sales forecasting.
- Contact management tools and funnel-management procedures.
- Performance to all business development and monthly, quarterly and annual revenue goals.
- Direct selling of key accounts.
- Hiring and leadership of the sales and marketing organization.
- Customer input to product development regarding product and service improvements and enhancements
- (Other as required)

Required Skills & Experience:

- Ten or more years of proven regional / national direct B to B selling and marketing experience in the (insert) industry. Candidate must be able to provide annual performance to sales goals for such years of experience.
- Five or more years of proven team development and leadership experience in the (insert) industry. Candidate must be able to provide annual performance to goals for their entire team for such years of experience.
- Proven experience developing and maintaining large / key account relationships in the (insert) industry.
- Proven experience developing and managing marketing plans, sales plans, and related budgets.
- (Other as required)

Like to have Skills & Experience:

- Five or more years of experience generating business specifically in the (insert) market
- (Other as desired)

Characteristics:

- Highly motivated individual to lead a growing company to the next level.
- Outstanding communication skills, both verbal and writing.
- Ability to relate to all personnel across functional lines.
- Highest standards of integrity and business ethics.

General: This person must have the qualities needed to assume a position as one of the top leaders in the business. Person must be able to adapt to the company's culture and bring a mature leadership presence in the process. This individual must at all times represent the company favorably to other individuals, organizations, shareholders, and the local community.

Compensation:

- Salary plus incentive compensation program
- Medical and dental insurance
- 401k program with company match
- Paid holidays
- Paid vacation