

# Sales and Marketing Director

November 9, 2011

Memphis Pool Supply Co (MPS) is in need of a qualified and driven individual that is adept at identifying missed opportunities that exist in all areas of operation as well as developing new strategies that will increase sales and maximize our exposure in the marketplace. The successful candidate will be the Director of Sales and Marketing for all Memphis Pool divisions and report directly to Mark Reed, CEO.

## **Job Management- Marketing**

- Tasked with intimately familiarizing himself or herself with all divisions within MPS
- Coordinate with all division managers to developing ongoing calendars and reminders to be used in future years for strategic sales and marketing initiatives.
- Track costs and success rates of all sales and marketing initiatives
- Coordinate graphic design with in house graphic designer
- Shop for best cost solutions and take full advantage of no cost and co-op advertising
- Gather and maintain mailing and email customer lists
- Identify key times of year for strategic advertising focusing on seasonal changes in our target market and inventory reduction when appropriate
- Develop programs that enable consumers to better understand the value of MPS services as opposed to discount and internet sellers

## **Job management- Sales**

- Identify division needs for proactive sales planning
- Work with individual division managers to establish what has, and what has not, worked in past years
- Develop strategies that will increase sales company wide
- Become intimately involved with Social Media outlets and maintain a presence that translates into increased traffic in the retail stores and customer awareness of MPS products and services
- Develop and coordinate seasonal and discount sales within all divisions
- Plan and execute, in conjunction with division managers, companywide training of employees relating to any sales initiatives
- Identify key dates for “discount” sales to facilitate inventory reduction
- Work closely with On Line Store manager to develop strategies that will increase on-line sales
- Liaison between all facets of company sales and IT Department to provide software and services that will enhance the consumers experience and reduce redundancy and “wait time”