

BMS Direct – Job Description

Job Title: Sales and Marketing Assistant

Department: Sales

Reports To: V.P. Sales and Marketing

Status: Exempt

Purpose of Job: Responsible for assisting the Sales and Marketing team in the execution of sales and marketing strategies. This includes promoting the BMS brand within current and prospective customers to drive new business. New business includes new product lines as well as new vertical markets.

Essential Duties and Responsibilities: include the following. Other duties may be assigned.

- Primary duties will be to drive the new promotional products and branded apparel initiative.
- Become familiar with the research and sales tools offered through ASI to assist the sales team in replying to new opportunities they uncover as well as to proactively help the reps identify and pursue new targeted opportunities.
- Prepare proposals, including virtual product samples, for the sales team to present to customers.
- Help identify and establish strategic relationships with suppliers.
- Work closely with the Director of Marketing and the VP of Sales and Marketing to assist in the execution of multiple “touch point” marketing programs to drive new business within identified markets and across targeted product lines.
- Attend industry trade shows to become familiar with suppliers and product lines within the promotional products and branded apparel lines.
- Assist the Director of Marketing in the design of marketing material.
- Position may include some outside sales activity to drive promotional product and branded apparel sales.
- Performs miscellaneous job-related duties as assigned.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily and demonstrate growth within the level of expertise through enhanced creativity and achieved results. Ability to work independently with minimal supervision, as well as thrive in a team environment. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience:

Bachelor Degree or equivalent Industry experience. Preference for sales and marketing focused curriculum and/or experience. Experience within the promotional products and branded apparel industry is a plus.

Language/Communication Skills:

- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies.
- Good in-person and phone communication skills.
- Good listening skills to effectively understand the needs of internal and external customers to help deliver ideas/solutions for meeting these needs.
- Ability to persuade and influence others.
- Ability to create, compose, and edit written materials.
- Excellent proofing skills to minimize errors and present a professional image across all communications.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Ability to understand key motivators for individuals to help achieve the desired “buy-in” from team members to support marketing campaigns/programs.

Good mathematical skills including ability to work with percentages to calculate “sell prices” based on desired markups from cost.

Computer Skills:

- Proficiency in Microsoft Word, Excel, Outlook and Keyboarding.
- Ability to gather data, compile information, and prepare reports.
- Comfortable learning new computer programs and working within web-based search engines.

Working conditions:

- Typical workday: 8:00 – 5:00.
- Noise: moderate.
- Environment: good.

Last Updated: March 5, 2020