



## **Marketing Manager & Sales Associate**

The Marketing Manager is responsible for managing the Bob-White Systems brand across a variety of platforms, including the creation and implementation of a yearly advertising and promotional plan. The position requires excellent verbal and written communication skills, as the Marketing manager produces the copy for all of the company's outlets (online store, web and print promotions, newsletters, etc.). This position reports to the company president.

The Marketing Manager is also in charge of the development and implementation of the company's digital marketing strategy through the management of Google Adwords campaigns, Springbot, Mailchimp, and social media outlets.

In addition to marketing, this manager should also be able to aid and support the Sales Manager in increasing company efficiency through documentation, managing and increasing dealer accounts. The candidate will also work with the Sales Manager to aid in product development and keep an organized and proficient presence throughout the Bob-White Systems platforms. As Sales Associate, the candidate will also answer calls and communicate with customers as needed in a positive and polite manner to promote products and produce sales for the company. Further, as Sales Associate, the candidate will report to both the Sales Manager and the company President when necessary.

Required skills: Google Suite, Microsoft Office, Google Analytics, Shopify, Wordpress, Canva, Mailchimp (or equivalent newsletter service)

This is a flexible position that can be either full or part-time. If interested, this position can also offer the opportunity to learn about the technical workings of the equipment that we sell and be available to customers for technical help as necessary. You may also occasionally be asked to operate the forklift to move pallets of equipment around, as well as participating in the packaging and unpacking of pallets and equipment.

### **Online & In-Store Sales:**

- Assist in answering the phone and help customers with questions and orders (including shipping quotes and special orders).
- Communicate effectively with perspective customers (create quotes, send manuals & additional information)
- Check Shopify for new orders & enter into POS system
- Assist with in-store customers
- Communicate with dealers
- Work with inventory manager to make sure that inventory is well-stocked and that prices are correctly marked and marketed on every platform



- Work with Sales & Inventory Managers to determine which products to promote and what special pricing to promote them at
- Work with inventory manager to add and market new products across every platform

### **Website(s)**

- Maintain accuracy of website content (product descriptions, inventory, shipping rates, product photos, etc.)
- Post blogs to website, Facebook, Mailchimp, etc.
- Create graphics and videos to better promote products and get information across social media
- Continually improve website and social media functionality (page load times, new or updated products and information, etc)

### **Social Media**

- Create and manage triggered emails, as well as promotional email campaigns and newsletters via Mailchimp.
- Post promotions to Facebook
- Create customer spotlights to promote equipment over social media, in newsletters and on the website (specifically large equipment and LiLi customers)

### **SEO/Analytics:**

- Enhance website SEO (product descriptions/ALT text, etc.)
- Manage Google Analytics

### **Communications & Marketing**

- Manage Google Adwords campaign
- Write marketing copy for all advertisements, newsletters, and website
- Send out twice-monthly promotional emails via Mailchimp
- Manage Springbot (triggered emails, Adroll, etc.)

### **Shipping:**

- Produce bulk tank shipping quotes for customers and schedule shipments through Freightquote
- Ship out in-store orders as they come in as needed to help out Inventory Manager

### **Documentation:**

- Update Bulk Tank spreadsheet as orders are placed
- Update LiLi/large equipment inquiries as they come in & follow-up as needed
- Update Bulk Tank white board as necessary