

Sales and Marketing Director

Reports to: CEO

FPW Media is a rapidly growing creative studio comprised of over 40 team members, located in Springfield, Oregon. From photography, video production, and graphic design to web design, branding concepts, and more— as a young growing company, we manage and execute all of our clients' marketing needs. As a vertically integrated branding partner consisting of three highly integrated divisions—Brand, Films, and Merch—we are uniquely positioned to perform the vast majority of our deliverables in-house. A steadfast commitment to consistency, quality, and quick turnarounds has powered FPW's continued growth, year over year. We're searching for a motivated team player with outstanding business skills to be FPW's director of sales and marketing

If these values - along with your skill set - align with our company, and you have experience in sales and marketing, we invite you to apply for our Sales and Marketing Director opportunity.

*Please note this job is located in the Eugene/Springfield area.

Job Overview: As the Director of Sales and Marketing you are responsible for managing and leading all sales and marketing activities and sales personnel.

Director Responsibilities:

- Create and implement short and long-term marketing strategies to meet sales team goals and annual sales targets
- Actively seek new business using marketing campaigns, telemarketing, e-commerce, site visits, and other methods. Increase customer loyalty by cultivating long-term relationships.
- Hire, train, and motivate your team to provide great client experiences. Provide leadership to the sales team. Evaluate market trends to determine pricing to balance costs, competition, and supply and demand.
- Manage and oversee company CRM
- Prepare accurate and complete sales reports documenting marketing budgets, current market share, direct sales, and outline marketing plans
- Consult with stakeholders to evaluate the company's performance
- Maintain existing vendor relationships and negotiate favorable terms and pricing for the company.
- Establish new vendor relationships.
- Develop, maintain/update, and enforce marketing and sales processes and procedures.

- Utilize company sponsored sales management tools and platforms to the manage department.
- Motivate and encourage the sales team to meet quotas and goals.
- Reviews and analyzes marketing and sales and operational records and reports; uses data to project marketing and sales targets, while identifying new opportunities.
- Identifies and analyzes client preferences to properly direct sales.
- Consults with potential clients to identify needs; to suggest products and services that will meet those needs.
- Resolves customer complaints, staffing problems, and other issues that may interfere with efficient marketing and sales operations.
- Prepare marketing and sales budgets; monitors and approves sales team expenses.
- Professionally represents the company.
- Regional travel required.
- Other duties as assigned.

Required Skills/Abilities:

- Ability to solve problems creatively.
- Exceptional written and verbal communication skills.
- Ability to work under pressure and within tight deadlines.
- Ability to transform abstract concepts and ideas into concrete results.
- An innovative and motivational mentality.
- Excellent management, decision-making, and problem-solving skills.
- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at a time.

Education and Experience:

- Bachelor's degree is Business, Business Administration, or a related field, OR
- Comparable record of marketing and sales leadership experience required.
- At least (4) years of sales and or marketing experience required.
- At least (2) years fulfillment, order processing and/or sourcing experience.
- CRM experience a plus

Compensation | DOE**Benefits:**

Our team members lend us their passion and talents—we want to show how much we appreciate them! Below are some of the ways we show our appreciation.

Health & Vision Insurance | Your health is important to us. We fully cover health &

vision insurance for all full-time employees, with the option to add family members.

Paid Time Off | When you work so hard, you deserve a break! We offer Paid Time Off to all employees.

Professional Development Opportunities | We value lifelong learning. We provide our employees with access to Udemy courses and other professional development Opportunities.

401K | We offer our team members the opportunity to establish a 401K with matching.

Growth Opportunities | We are a rapidly growing company and we like to promote from within. We're a great place to gain experience and develop new skills that will help you advance in your career!