

Marketing Manager Job Description

Creates positive exposure of our company, Retail Pro and all other products and services offered by Retail Information Systems so as to generate interest and leads.

LEADS:

Leads are marketing manager's PRIMARY responsibility in order to increase the sales pipeline and therefore increase both the marketing and sales success rate.

Follows up on leads immediately (within 24 hours). Does contact, rapport and qualifying of the lead to make sure they are a Retail Pro prospect.

Sends out info pack and follows up in one week to set up a demo appointment. Continues creating interest with the prospect until they arrive for a demo, when the prospect is passed to sales.

Constantly looks for quantity, quality and cost effectiveness of leads.

Turn leads into qualified, educated prospects that present themselves for a Retail Pro demo.

Actively markets our lead referral program.

Hires, manages telemarketers, assistants, consultants needed to accomplish sales / marketing goals within marketing budget.

Manages our marketing database (Goldmine) for accuracy and correct procedures for accurate reporting.

SALESPEOPLE:

Sees to it that complete quotes with all appropriate documents are assembled, bound and shipped out to prospects with tracking # as requested by salespersons.

Develops marketing materials and makes them available to all salespeople.

Develops rapport, relationships and is fair and equitable with all resources, leads with all sales people.

Any disputes about leads assignments, commissions due or anything along these lines shall be referred to sales manager.

Has daily contact (business day) with each sales person to get / give update on all prospect he / she is working on.

Has daily contact (business day) with sales manager to get / give update on all sales opportunities.

Keep the salespeople's pipelines overflowing with leads.

Keep ALL salespeople busy demoing qualified prospects.

QUOTA REQUIREMENTS:

Required to provide 5 qualified leads / demo appointments per salespersons area per month.

(e.g. 4 salespeople x 5 quota = 20 qualified leads / demos per month) This is a minimum requirement it is expected to do more than this. If lead is rejected by salesperson for poor qualification, lead must be replaced to satisfy minimum quota requirements.

Qualified lead is defined as a lead that answers positive to questions about sales volume, # of stores, defined budget, type of business and time to install as set out by the RIS lead sheet.

Any disputes about leads qualification or anything along these lines shall be referred to sales manager if dispute cannot be resolved between the salesperson and marketing manager..

WEBPAGE, MAILERS, TRADESHOWS, ALL OTHER LEAD GENERATING OPPORTUNITIES:

Marketing manager must keep within defined budget for marketing efforts.

Marketing manager is responsible for keeping the web page content current and accurate. (Does not require any special computer / web software skill merely direction of content to Webmaster).

Responsible for evaluating, ordering, mailing and list accuracy for any and all RTI or RIS mailers.

Responsible for evaluating, reserving booths, handling shipping, electrical connections, advertising, show marketing materials, making sure booth is manned and booth presentation for any and all tradeshow RIS attends.

Attending, creating, hosting, networking seminars and "get togethers". Possibly scheduling guest speakers and prizes as incentives for attendance with the intention of developing leads.

Developing a monthly newsletter that is either emailed, faxed or mailed with the assurance that all our clients or possibly prospects get one every month.

RESPONSIBILITY TO PRINCIPLES:

Must provide accurate weekly reports with current and forecasted sales data.

Design and maintain accurate statistical Goldmine reports.

Help with designing an efficient, effective marketing budget.

COMMISSION:

See RIS marketing manager compensation document.

EXPENSES:

Expenses covered for marketing staff is phone calls and mailing fees conducted in the line of business. Travel expenses including mileage, food, hotel, plane, car rentals, etc. must be approved by sales manager. See travel expense rate sheet for current compensation rates. All marketing expenses will be deducted from the marketing budget.