

### Class Concept

This management position is responsible for the overall planning, directing and supervision of the day-to-day sales and promotional activities of the Sales and Marketing Section within North Carolina Correction Enterprises' (NCCE) Administration.

Position is a member of the NCCE Executive Team and creates, implements, and monitors the annual sales and marketing plan to align with NCCE's Strategic and Business Plans. Position will review, develop, revise, and implement sales and customer relations policy as well as develop and coordinate marketing approaches. Promotes positive communications between internal sections and resolves complex business issues.

Position administers merchandising and product promotions by generating and providing oversight of marketing campaigns, multimedia presentations, mail promotions, trade show attendance, and e-marketing schedules. Position is responsible for branding compliance and oversees graphic design and marketing collateral development, and manages marketing database. Position directs market studies, tracks product lines sales and costs, summarizes sales data and makes recommendations to discontinue products/industries.

Position develops and monitors the sales and marketing budget, determines sales goals for sections and individual sales representatives, and remains attentive to the customer base to sustain effective working relationships to encourage expansion and new customer contacts.

Oversight of sales and marketing staff includes the establishment of operational and performance standards, the assignment of sales territories, and the creation of long and short term marketing goals. This position determines and authorizes the professional development, skill enhancement, and technological proficiency training needed of sales and marketing representatives.

Supervisory responsibilities for a staff of 6-10 include but are not limited to: recruitment and selection of staff, salary approval, task/territory assignments, determination of disciplinary actions, mediation of employee grievances, and the evaluation of staff and section performance.

### Recruitment Standards

#### Knowledge, Skills, and Abilities

- Working knowledge of goal setting techniques, analysis, product pricing, budgeting, branding, email marketing, and business principals.
- Skilled in superior communication techniques.
- Ability to analyze, interpret, recommend, and implement policy and procedural guidelines.
- Ability to work independently, supervise and direct the activities of subordinates to meet marketing and sales goals.
- Ability to actively sell multiple types of products and services to a diverse customer base.
- Ability to establish and maintain effective and professional working relationships.

#### Minimum Education and Experience

Bachelor's degree in Business Administration, Public Administration, or related field from an appropriately accredited institution and six years of sales/marketing experience, three of which must have been in a supervisory/management role; or an equivalent combination of education and experience.