



**Specification Rubber Products, Inc.**

## **Sales and Marketing Manager Job Description** *at Specification Rubber Products*

**Position Level:** 18 Exempt  
**Reports to:** President

### **General Job Qualifications:**

The ideal candidate will hold a bachelor's degree in business or a related field, with at least eight (8) years of experience in sales and marketing. Industry experience in rubber is required, along with a working knowledge of the Waterworks market and/or industrial molded and extruded products. The Sales and Marketing Manager plays a critical leadership role in overseeing sales, marketing and customer service to drive revenue growth, brand visibility, and customer satisfaction. The ideal candidate will demonstrate strong leadership, interpersonal, and organizational skills, as well as the ability to manage multiple projects and competing priorities. Proven success in developing and executing sales and marketing strategies is essential. Proficiency in Microsoft Office and exceptional written and verbal communication skills are also required.

### **Essential Duties and Responsibilities:**

- Fully responsible for all sales and marketing functions, as well as customer service
- Develop and implement comprehensive sales and marketing strategies, including optimizing the sales organizational structure, producing sales and marketing materials, coordinating trade show participation, and managing customer events and visits
- Build and maintain strong personal relationships with industry decision-makers and key customers through regular contact and engagement
- Understand how customers operate in order to align sales efforts with their specific needs and processes
- Collaborate with senior management to drive company performance by developing budgets, sales targets, and strategic plans
- Establish competitive pricing levels to support growth and profitability goals
- Set and monitor inventory levels in alignment with sales forecasts and operational capabilities
- Evaluate new product opportunities to expand market reach and support customer needs
- Provide leadership and direct oversight to team members, including Sales Manager(s), Customer Service Manager and Sales and Marketing Coordinator
- Adhere to all company policies and procedures
- Perform other duties as assigned

*Specification Rubber Products is an Equal Opportunity Employer committed to providing equal employment opportunity in all employment practices. Specification Rubber Products will not discriminate against any applicant for employment because of their race, color, religion, sex, national origin, age, disability, veteran or service member status, marital status, or any other category.*