

SPECIFICATION RUBBER PRODUCTS
General Job Description



Specification Rubber Products, Inc.

Title: Sales and Marketing Coordinator

Position Level: 6 Exempt

Reports to: Sales and Marketing Manager

General Responsibilities:

- Oversee and manage internal sales and marketing functions.
- Work with SMT, CSRs, Sales Mgrs, Sales Reps, and Outside Sales & Marketing consultants, among others.
- Responsible for maintaining customer pricing files. Identifying accounts/items failing to achieve minimum margins established by SMT.
- Responsible for estimating/producing quotations for projects, as well as tracking and following up on such.
- Evaluate new product potential with the appropriate SRP departments.
- Maintain contact with customers on a regular basis in an effort to build sales through the strength of personal relationships.
- Gatekeeper of sales documents, including but not limited to NDAs, sales agreements, mfg rep agreements, etc.
- Gain knowledge and understanding of customers, the way they work, the organization structure, and be able to assist the sales group in the building of sales strategies, goals, and marketing plans.
- Responsible for all inbound leads by logging, communicating and routing to the appropriate Sales Manager.
- Work closely with Sales Managers to improve business relations and produce accurate sales forecasts.
- Provide support and assistance to Sales Managers and others in the sales and marketing plans.
- Serve as internal sales support.
- Participate in on-site product demonstrations and plant tours for visiting prospects/customers as required by management.
- Travel, as required, in support of sales or training meetings, customer site visits, trade shows, etc.
- Oversee all marketing activities, including but not limited to, website, marketing and marketing material, advertising, social media, and media.
- Oversee and Plan tradeshow, customer outings, etc.
- Provide constant and consistent contact with customers, as part of the overall marketing plan and sales strategy.
- Responsible for learning manufacturing processes and capacities.
- Adhere to all company policies and procedures.
- Other duties as assigned.

Qualifications:

- Bachelor's Degree is preferred. Experience in Sales and Marketing may be considered in lieu of degree.
- Proficient in computer applications, with advanced skills in Microsoft Office Suite (Excel, Word, PowerPoint) and Google Workspace (Gmail, Chrome).

- Experienced with JD Edwards EnterpriseOne and other business software.
- CONNEX and HubSpot experience is desired.
- Must be able to work professionally and respectfully with others and meet goals and objectives.
- Self-starter and self-motivated, having the ability to take on multiple projects/tasks well while meeting expectations.
- Must be able to competently work in a pressure environment, meeting tight schedules/deadlines.
- Must be thorough and detail-oriented.
- Must possess excellent organization, professional writing and communication skills.
- Must be able to get work completed alone, as well as working with and through others.
- Must have high aptitude for learning and must be self-driven.

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