

Vice President of Sales and Marketing - Based in Union City, CA

FULL TIME

SSC, Inc. dba Sunnyvale Seafood Co. currently searching for an exceptional Vice President of Sales and Marketing. This subsidiary company is part of a vertically integrated business group focusing on fish farming, processing, and distribution. The company specialized in supermarket chains, grocery outlets, and food service chains as its major accounts.

Directs and coordinates activities of one or more departments such as sales, marketing, and major division of the business organization, and aids Chief Executive Officer in formulating and administering organization policies by performing the following duties personally or through subordinate managers/supervisors. Must willing to relocate to Bay Area, CA or live in or within commuting distance to Union city CA. This is not a remote position.

SEAFOOD EXPERIENCE A MUST TO BE CONSIDERED

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned:

- Develops plans and strategies for developing business and achieving the company's sales goals
- Creates a culture of success and ongoing business and goal achievement – possibly more important than the first item on this list
- Manages the sales teams, operations, and resources to deliver profitable growth
- Manages the use of budgets
- Defines optimal sales force structure
- Hires and develops sales staff
- Defines and oversee sales staff compensation and incentive programs that motivate the sales team to achieve their sales targets
- Defines and coordinates sales training programs that enable staff to achieve their potential and support company sales objectives
- Manages customer expectations and contributes to a high level of customer satisfaction
- Defines sales processes that drive desired sales outcomes and identify improvements where and when required
- Puts in place infrastructure and systems to support the success of the sales function
- Provides detailed and accurate sales forecasting
- Compiles information and data related to customer and prospect interactions
- Monitors customer, market, and competitor activity and provides feedback to the company leadership team and other company functions
- Works closely with the marketing function to establish successful support, channel, and partner programs
- Manages key customer relationships and participates in closing strategic opportunities

- Oversees marketing strategies and efforts in order to strengthen the company's market position and achieve desired business goals
- Handle strategic brand management, review budgets, set goals, conduct market research, and help maintain an appropriate image of the company
- Travels for in-person meetings with customers and partners and to develop key relationships

SUPERVISORY RESPONSIBILITIES: Typically, directly supervises 10 to 20 employees. Carries out supervisory responsibilities in accordance with the Company's policies, training programs, and applicable laws. Responsibilities include recruiting, interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

LANGUAGE SKILLS: Vice President of Sales and Marketing must have developed language skills to the point to be able to:

- Read and interpret documents preferred such as safety rules, operating and maintenance instructions, procedure manuals, newspapers, periodicals, journals, and manuals.
- Write routine reports, correspondence, business letters, summaries, and reports using a prescribed format, and conforming to all rules of punctuation, grammar, diction, and style.
- Ability to speak effectively before groups such as customers or employees.

COMPUTER SKILLS: Vice President of Sales and Marketing must have sufficient computer skills that will allow them to be able to use, in a proficient manner, all Company-issued software programs implemented at the hotel, including but not limited to the following:

- Microsoft Office: Word, Excel, PowerPoint, Access
- APPGEN systems
- Company-issued internet browser programs
- Company-issued electronic mail programs

NOTE: Company-issued software programs implemented at SSC, Inc. may be changed from time to time; the Vice President of Sales and Marketing is required to learn the new programs and upgrades as soon as practicable.

Requirements:

- Manages and directs staff management in Sales and Marketing. Is responsible for the overall direction, coordination, and evaluation. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws.
- Bachelor's degree or equivalent; or ten years related experience and/or training; or equivalent combination of education and experience. Prior experience with import/export and distribution companies is required.
- Exceptional leadership, organizational and interpersonal skills
- Extensive strategic planning expertise and a solid understanding of measuring business financial results
- Excellent facilitation, multi-tasking, communication, delegation, innovation, and diplomacy skills

- Ability to work in a proactively diverse and inclusive culture and effectively collaborate across all departments
- Ability to work independently, self-starter, energetic
- Ability to demonstrate good common sense and sound judgment

Physical Demands:

- A warehouse environment is subject to exposure to extreme temperature changes, moisture, noise, odors, and moving equipment.
- May be required to move heavy items, running forklifts, pallet jacks, or other equipment on occasion, must be able to lift, push, pull, and/or carry up to 75lbs
- May be required to help perform other physical activities such as moving pallets, sorting products, loading trucks, reaching, standing for long periods of time, bending repetitive arm movement,s or climbing
- Flexibility to adapt to all situations and work varied hours; possibly work weekends or evenings

Base salary plus attractive commission incentive program.