

SSC, Inc. is looking to employ a dedicated and detail-oriented Sales and Marketing Associate to ensure that all sales, marketing, and advertising initiatives improve company sales and brand awareness. The Sales and Marketing Associate's responsibilities include implementing various methods and collecting customer feedback, participating in trade shows, and organizing promotional or demonstration events. You should also be able to research competitors' products, pricing and market success.

### **PRIMARY PURPOSE AND FUNCTION**

As a Sales and Marketing Associate, you should be able to anticipate consumer behavior and keep abreast of the latest industry trends. Ultimately, a top-performing Sales and Marketing Associate should demonstrate exceptional analytical, communication, and time management skills at all times.

### **ESSENTIAL FUNCTIONS AND RESPONSIBILITIES**

- Develops and sustains long-lasting relationships with customers including calling and visiting customers.
- Prepares, reviews, and finalizes sales proposals.
- Assists sales team in administrative processes for preparing customer orders for entry by providing numbers, descriptions, special requirements, and other data necessary to complete the order entry format for systems entry.
- Maintains the necessary liaison to ensure proper administration of policies set forth to govern
- Analyzes market trends, sales, and marketing metrics, as well as pricing strategies to identify ways to improve sales and marketing efforts.
- Develop and communicate marketing plans, campaign results, and project recommendations to the senior management team.
- Collaborates with the marketing design and content marketing teams to produce quality advertising material for Company products.
- Maintains an accurate record of past campaign results to determine the most effective marketing approaches.
- Maintains the necessary data required to measure existing service levels in consideration of performance as well as distributor performance.
- Develop marketing strategies for projects, including company websites and social media.
- Create and execute lead generation programs including supermarket demo,
- Analyze data to determine campaign efficiency.
- Utilizes social media platforms to garner customer interest and create brand awareness.
- Other duties may be assigned.
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### **KNOWLEDGE AND SKILL**

Bachelor of Science degree in marketing, communications, business administration, or related field

Proven experience working in sales and/or marketing.

Exceptional customer service skills.

Ability to communicate with associates and management.

Ability to multi-task, prioritize, and work efficiently.  
Strong analytical and problem-solving skills.  
Proficient in all MS Office applications and marketing/sales software.  
Ability to listen, communicate (written and verbal), excellent grammar, spelling and proofreading skills, and follow-up effectively with all staffing levels and clients/customers.  
Ability to work independently, self-starter, energetic.  
Ability to demonstrate good common sense and sound judgment.  
Ability to perform at high levels in a fast-paced ever-changing work environment.  
Ability to anticipate work needs and follow through with minimum direction.  
Sound knowledge of sales and marketing metrics.  
The ability to anticipate consumer behavior.

### **PHYSICAL DEMANDS**

Flexibility to adapt to all situations and work varied hours; possible work weekends and/or evenings.