



Marketing and Sales Leader 12 month Contract

Job Title: **Marketing and Sales Leader**
Direct Report to: Executive Director, Volunteer Alberta
Partnership with: Director of Sales and Marketing, OASSIS

Job Summary:

The Marketing and Sales Leader is responsible for the promotion of Volunteer Alberta membership with a strong focus promoting OASSIS benefits. The Marketing and Sales leader targets not-for-profit organizations across Alberta including the following four major key responsibility areas in accordance with the business plans of the organization;

- Sales to Volunteer Alberta's members
- Sales to external not-for-profit organizations across Alberta
- Tracking sales and marketing activities
- Input into marketing strategies for Volunteer Alberta and OASSIS

Key Responsibilities and Functions

1. Responsible for sales & promotion for Volunteer Alberta

- 1.1 Develop and Implement specific sales and marketing strategies, with Volunteer Alberta.
- 1.2 Conduct organizational need assessments with a sampling of agencies in order to fine-tune sales strategies, to reinforce Volunteer Alberta position statement, as per business plan
- 1.3 Establish initial relationships with prospective customers, provide marketing materials and follow-up.
- 1.4 Implement and Execute Volunteer Alberta's Membership Engagement Strategy

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www.volunteeralberta.ab.ca



2. Responsible for implementing sales strategies for external not-for-profit organizations across Alberta.

2.1 Implement specific sales and marketing strategies to attract new external organizations to:

- a) Special emphasis on promotions with OASSIS. Including; promotion of Lunch & Learn Sessions to groups.
- b) Sell Volunteer Alberta membership and promote products and services

2.2 Develop relationships and partnerships with local, provincial and national associations and organizations to attract new organizations to Volunteer Alberta, in consultation with OASSIS.

2.3 Establish initial relationships with prospective customers, send marketing materials and follow-up.

3. Responsible for tracking and monitoring sales and marketing activities.

3.1 Maintain contact database and implement system for lead tracking and follow-up.

3.2 Analyze sales statistics to determine sales potential and report the preferences of customers.

3.3 Track and report on competitors' products, services and prices as noted.

3.4 Recommend quality improvements to the Executive Director of Volunteer Alberta and Director of Sales and Marketing for OASSIS.

4. Responsible for input into overall marketing strategy for OASSIS, in Alberta.

4.1 In partnership with the Director of Sales and Marketing, develop and implement an overall marketing strategy for Alberta.

4.2 Conduct organizational needs assessments with a sampling of agencies in order to fine-tune sales strategies, to reinforce OASSIS position statement, as per business plan



- 4.3 Utilize marketing material and display resources in association with external marketing design resources.
- 4.4 Attend trade shows and conferences to create awareness, promote our products and services, and understand customer needs and market trends.

5. **Other duties and responsibilities;**

- Attend Volunteer Alberta staff meetings and OASSIS staff meetings upon request
- Develop and maintain good relationships with existing and potential customers
- Develop and maintain effective working relationships with VA staff and OASSIS staff
- Work closely with the Executive Director of Volunteer Alberta and Director of Sales and Marketing to ensure strategies and tactics are in keeping with OASSIS' Business Plan

Job Requirements: Skills and Competencies

Business and Selling Skills: Must be an excellent face-to-face and telephone communicator. Able to demonstrate success and experience managing customers, particularly achieving genuine sales development. Ideal background would be in the insurance/benefits industry. Sales Experience, with a proven track record of sales.

Specific Job Skills: Able to communicate and motivate via written media. Appreciates need for consistency within company's branding and marketing mix.

Personality: Self-driven, results-oriented with a positive outlook and a clear focus on high quality and business profit. A natural forward planner who critically assesses own performance. Mature, credible and comfortable in dealing with staff of large and small organizations. Reliable, tolerant and determined. Well-presented and businesslike. Sufficiently mobile and flexible to travel up to a few days a month. Keen for new experience, responsibility and accountability. Able to get along with others and be a team-player.

Literacy and Numeracy: Must be a competent writer of business letters and reports.

Computer skills: Must be adept in use of MS Office 2000 or later, to include Excel and Word, internet and email.



Please note: This opportunity is three and a half day work week contract, with the option of flex hours and off site office.

INTERESTED APPLICANTS, please send resume by March to:

**Karen Lynch
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