



Pupil Transportation Safety Institute
Moving School Transportation from Safe to Safer!

JOB TITLE: Marketing and Sales Manager		
REPORTS TO: Executive Director/with dotted line to the Chairperson of Marketing Committee	FLSA: Exempt	DATE: 07/09/2018

OVERVIEW OF PTSI:

- PTSI is a 501(c)(3) organization committed to delivering to the school transportation market the highest quality training materials and support to allow its clients to exceed their respective safety missions.
- PTSI is the leading provider of resources to public and/or private organizations in support of transporting children physically safe, emotionally secure and ready to learn.
- PTSI provides a broad range of safety and management services to school transportation carriers in New York State and across North America.
- PTSI has an annual revenue of approximately \$1,200,000.
- PTSI has a staff of 8 full-time employees and 15 part-time employees.
- The primary areas of focus of PTSI's work are:
 - consultation services for school districts and contractors;
 - program development and evaluative studies for state agencies;
 - training resources for drivers, students and managers; and
 - keynote, workshop, manager, driver and train-the-trainer presentations.
- The school transportation marketplace is broad and varied.
- More than 25 million children are transported every school day in the United States, equaling more than 9 billion student rides annually by over 500 thousand drivers, all of whom are under stringent Commercial Drivers' License regulations and equally stringent background check reviews.
- There is a safety training and inspection infrastructure that varies by state, but which is robust.
- All of this offers a rich opportunity to provide high quality training materials and support services.
- PTSI is well situated to expand its services and extend its mission more broadly.

POSITION SUMMARY:

- This position is a critical component to the organization's plans for growth and expansion.
- As a senior leader, the position will create and administer the marketing analysis planning and execution process, including the enhanced use of social/electronic media.
- Responsibilities include analyzing and developing markets appropriate to the core competencies of PTSI, with a broad latitude and focused for increasing sales with current and prospective customers.

- The Marketing/Sales Manager will work closely with the PTSI Board of Directors and executive staff to create and implement comprehensive policies and programs related to corporate marketing, communications, advertising and sales.
- The Marketing/Sales Manager is responsible for monitoring the development of marketing and sales support material and ensuring that all deadlines are met.

ESSENTIAL DUTIES & EXPECTATIONS:

Marketing

- The Marketing/Sales Manager will lead the effort for marketing effectiveness by identifying short-term and long-range issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action; implementing directives.
- Increases market share by developing marketing action plans/budgets and programs for each product; directing promotional support.
- Provides short- and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data.
- Recommends present and future products by determining and evaluating current and future market trends.
- Develops new uses for existing products by analyzing statistics regarding market development; acquiring and analyzing data; consulting with internal and external sources.
- Maintains research database by identifying and assembling marketing and sales information.
- Provides marketing and sales information by answering questions and requests from current and potential clients.
- Responsible for achieving financial objectives related to marketing and sales by participating in the annual budget process; managing expenditures; analyzing variances; initiating corrective actions.
- Creates a marketing and sales department which will originate as a one person department and expand as revenues dictate, including additional staffing as appropriate.
- Manages marketing and sales department operational requirements, including scheduling designated employees as appropriate.
- When appropriate, maintains marketing and/or sales staff by recruiting, selecting, orienting, and training employees, as appropriate.
- When appropriate, manages marketing and/or sales staff by planning, monitoring, appraising, counseling and disciplining employees; planning, monitoring, and appraising job results, as appropriate.
- Develops marketing and sales staff by providing information, educational opportunities, and experiential growth opportunities, as appropriate.

Marketing - Twelve Month Goals and Expectations

- **Leads the effort for marketing effectiveness in the following ways:**
 - **Meet with the Executive Director to review and provide within 60 days of hire:**

- Short-term and long-term goals of PTSI's current 5 year Strategic Plan and identify potential marketing techniques to contribute to accomplishing goals.
- Identify and analyze PTSI's marketing activity history including identification and analysis of successes and failures.
- Analyze and provide rationale for all resource sales, defined as online store products, new product marketing launch techniques, and profit/loss for both over the past 5 years.
- Analyze and provide rationale for all contracted services and profit/loss over the past 5 years.
- Analyze and provide rationale for all non-profitable product resources and contracted services.
- Identify all revenue sources and rank by annual total revenues generated.
- Set priorities for developing and implementing a marketing plan for resource sales (online store products).
- Identifies competitors of PTSI's products and services.
- **Develop marketing/sales plans, action steps and budgets to achieve the following sales goals within 12 months of hire:**
 - Increase selected national product sales revenue 20% by developing and implementing short-term marketing plans with approved budgets for PTSI's top 10 resource products as identified by the Executive Director within the first year (12 consecutive months) of employment.
 - Increase revenues generated from the top 4 selected PTSI courses by 20% through effective marketing initiatives targeted to the related customer base for each course identified.
 - Increase revenues from selected PTSI service contracts (contracts with school districts, contracted transportation providers and state/federal agencies, as identified by the Executive Director, 10% within the first year (12 consecutive months) of employment.

Sales

- Develops and maintains relations with customers by organizing and developing specific customer- relations programs; helping determine PTSI presence at conventions, annual meetings, trade associations, and seminars.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Develops and manages relevant content topics to reach the company's target current and potential customers.
- Serves as a representative in major industry associations.
- Expands customer base and increases sales in accordance with goals.
- Increases sales with current and prospective customers.

Sales – Twelve Month Goals and Expectations

- Create and implement a process for identifying, reaching and selling to new customers which results in a 20% increase in PTSI's resource sales in the 12 month period from hire.
- Provide direct promotional support:
 - Initiate and complete implementation of all identified marketing plans as identified.
- Create and maintain customer relations and customer service levels:
 - Meet with Executive Director to determine target customers or geographic areas to develop and maintain relationships with customers to support selected marketing plans to meet identified goals:
 - Organize and develop specific customer- relations programs.
 - Consult with PTSI graphic design staff to design and develop PTSI presence at conventions, annual meetings, trade associations, and seminars as it relates to the selected products, services and courses to be promoted in the first year of employment.
 - Create a budget for all promotional designs for increasing PTSI's presence at conventions, annual meetings, trade associations, and seminars as it relates to the selected products, services and courses to be promoted in the first year of employment.
 - Implement promotional and customer relation programs.
 - Design, implement and deliver PTSI expanded presence at trade shows for NAPT, STN Expo, STN TSD and STN North East conferences in 2018 – 2019.

DIRECT REPORTS:

- The Marketing and Sales Manager reports directly to the Executive Director with a dotted line to the chairperson of the Marketing Committee.

Note: The **dotted line reporting** relationship is a weaker relationship. The **dotted line** manager still has a formal right to some part of the individual's time and attention and will usually set some of goals. But relationship is not as strong as a solid **line**.

EXPECTATIONS:

- Support the PTSI Mission in all activities.
- Represent PTSI and conduct all activities in a professional, business-like manner.
- Adhere to the PTSI Code of Ethics and comply with all policies.
- Travel whenever and wherever necessary.
- Travel globally when necessary and appropriate.
- Grow PTSI business; increase profits and increase visibility of PTSI to a broader audience through cutting edge marketing and sales techniques.

- Identify and participate in effective professional development annually to remain viable professionally in the field of marketing and sales.
- Strengthen PTSI's reputation of excellence for safety programs and product development.
- Meet all annual goals, assignments and expectations for marketing and sales initiatives set by PTSI leadership.

DESIRABLE EDUCATION REQUIREMENTS:

- Bachelor's Degree or higher in any of the following:
 1. Marketing or
 2. Public Relations or
 3. Related fields:
 - Course work in business management.
 - Course work in business law.

CERTIFICATE/LICENSE REQUIREMENTS OTHER THAN EDUCATION:

- Valid Driver License.
- Valid United States Passport/Card.
- Meet and comply with PTSI's Motor Vehicle Insurance Requirements.

DESIRABLE EXPERIENCE REQUIREMENTS:

- Five or more years' experience in corporate leadership and/or management role, or two or more years-experience in a State or National association leadership or management role.
- Five or more years' experience in business development or marketing and sales or communications or public relations.
- Experience in creating successful marketing and sales and public relations materials.
- Experience in developing budgets, financial planning and strategy.
- Experience in sourcing and managing content for social media platforms.
- Experience in direct sales and sales account management.

ESSENTIAL SKILL-SET QUALIFICATIONS:

- Effective in marketing, business development and closing sales.
- Exceptional communication skills both written and verbal.
- Self-motivated and self-starter.
- Strong Statistical Analysis skills.
- Ability to initiate and monitor several simultaneous projects.
- Exceptional Client Relationships management, coaching, managing processes, marketing plan, subordinate involvement, customer focus, marketing research.
- Demonstrates creativity and analytical expertise.

- Possesses a working knowledge of principles of search engine optimization (SEO) and search engine marketing (SEM).
- Excellent organizational, project management and problem-solving skills.
- Proven skills in the use of multiple communications tools, including PowerPoint, marketing material design (e.g. acrobat/illustrator), Survey tools, and email tools.
- Ability to make decisions independently and involve higher management when appropriate.
- Ability to manage confidentiality without exception and exercise outstanding judgment.

REPORTING PROCESS:

- A bi-monthly (twice a month) documented activity/progress summary report (including budget detail when appropriate) will be submitted to the Executive Director.
- A monthly summary report (including budget detail when appropriate) will be submitted to the Chairperson of the Marketing Committee and PTSI's Full Charge Bookkeeper.

REVIEW PROCESS:

- Once a quarter, monthly summary activity/progress and budget report will be reviewed by a committee of the Executive Director, Chairperson of the Marketing Committee and President of PTSI and discussed with the Marketing and Sales Manager.

STAFF SUPPORT PROCESS:

- The Marketing and Sales Manager will have full staff support within the staff resources of PTSI as approved by the Executive Director.

OFFICE LOCATION:

- The Marketing and Sales Manager's office will be located within the continental United States.
- Within the Eastern Region of the United States (Desirable).
- Located in the Syracuse, NY area (Preferred)

SALARY AND BENEFITS:

- Starting will be \$75,000.00 to \$90,000.00 depending on qualifications and experience.
- Benefits as per PTSI policy, e.g. Health Plan, Sick Leave, Paid Vacation, etc.

INCENTIVE/BONUS PROGRAM:

- Incentive plan to be based on sales and business plan growth.
- Based on new business this position generates:

- May receive 15% - 25% (as determined by the PTSI Board of Directors) of new business profit/net income generated.
- Eligible for the bonus pool after the first full year of employment.

PROBATIONARY PERIOD:

- One year from the date of employment.

OTHER DUTIES AS ASSIGNED