



PTSI Job Posting

Pupil Transportation Safety Institute Job Posting – Marketing and Sales Manager

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, education.

Desired Education Requirement:

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

Desired Experience:

- 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 or sales or communications or public relations.
- Experience in creating successful marketing, sales and public relations materials.
- Experience in developing budgets, financial planning and strategy.
- Experience in sourcing and managing content for social media platforms.

Salary Range 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.

Applying for Position: (Application deadline is 8/17/18)

If interested, please submit:

1. Application documents
2. Resume
3. Last 3 job references

Please Email Your Application, Resume and References To:

Kathy@ptsi.org

Questions contact: Kathy at 800-836-2210