

HEARTLAND LABEL PRINTERS – JOB DESCRIPTION



Inside Sales and Marketing Associate

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|-----------------------------------|-----------|-------------------------|------------------------------------|
| Department: | Label | Schedule/ Shift: | Monday – Friday : 8 a.m. to 5 p.m. |
| FSLA Status: | Exempt | Reports to: | Customer support Services Manager |
| Job Status: | Full Time | Travel: | <25% |
| Supervisory Responsibility | No | | |

Position Summary:

The position of Inside Sales and Marketing Associate is responsible for achieving maximum sales profitability, growth, and account penetration within an assigned customer target list by effectively selling the company's products and services. This position will help develop marketing collateral and social media presence to effectively communicate HRTLTP products and service differentiations. This position will support Heartland's efforts to best serve key strategic accounts by acting as the account manager for specific assigned accounts

Roles and Responsibilities/ Essential Functions:

- **Marketing**
 - Work with Director of Sales and Marketing to creation of effective communication platforms to communicate HRTLTP differentiation to external market.
 - Planning and execution of trade show strategies for HRTLTP.
 - Work with agency or design team to communicate key initiatives.
 - Create and execute HRTLTP's Social media positioning for brand and product awareness.
- **Inside Sales Function**
 - Develop and execute a business plan that ensures the achievement of volume and profit targets.
 - Establishes, develops and maintains business relationships with dormant, prospective, and specific current customers to generate new business for the organization's products/services.
 - Make telephone calls and presentations to customers to demonstrate products and services and to assist them in selecting those best suited to their needs.
 - Research sources for developing prospective customers and for information to determine their potential.
 - Develop clear and effective written proposals and quotation for current and prospective customers, in accordance with company standards.
 - Coordinates with sales management, accounting, logistics, shipping, production, and customer service to ensure customer problems and complaints are handled accordingly and timely, including late payments.

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- Develop a multi-level, cross functional relationship with key external customers to maximize results and Heartland visibility with the key customer accounts.
 - Participate in trade shows and conventions. (limited)
 - Willingness to cold call new and/or idle accounts to regain/gain business from baseline zero
 - Listen and respond to the voice of the customer as a part of the daily execution of sales management
 - Comprehensive follow through with internal and external customers to assure alignment with customer expectations. Responsible for retaining and cultivating assigned and new target customers.
 - Forecast both volume and financial performance for internal Heartland use. Responsible for retaining and cultivating assigned customers.
 - Respond to customer inquiries and provide legendary customer service
 - Support internal team efforts to grow Heartland's share and profitability
 - Other duties, as assigned.
- **Account Manager/Customer Service Function**
 - Serve as the lead point of contact for assigned accounts.
 - Develop and strengthen Heartland's relationships with assigned customers, striving for long term relationships. Understand the customer's needs and generate sales to meet these needs.
 - Serve as the interface between Customer Service and the Sales team.
 - Ensure timely delivery of our products to your customers.
 - Communicate the progress of monthly initiatives to internal customers and/or Leadership.
 - Forecast and track key account metrics. Prepare reports on account status.
 - Ability to apply leading-edge processes necessary to drive profitably growth for Heartland Label Printers
 - Other duties as assigned.

Competencies

- Excellent communication skills: The ability to communicate effectively to both internal and external customers.
- Organized: The ability to track, know the details, and create plans to grow HRTLTP business with accounts.
- Resiliency
- Financial/business acumen
- Adaptability: The extent to which an individual can fit into a changing work environment.
- Communication, Oral & Written: The extent to which an individual communicates with clarity, actively engaging in conversations in order to clearly understand others' messages and intent, and received and processes feedback.

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- **Customer Orientated:** The extent to which to which an individual desires to service both external and internal clients by focusing effort on meeting the client’s needs, understanding their concerns, and seeking to build trust.
- **Detail Orientated:** The ability of the individual to pay attention to all aspects of a situation or task, no matter how small or seemingly unimportant.
- **Problem Solving:** The ability to recognize courses of action which can be taken to handle problems or potential problems and applying contingency plans to solve those problems.
- **Relationship Building:** The ability to establish and maintain a good rapport and cooperative relationship with customers and co-workers.
- **Sales Ability:** The ability to use appropriate interpersonal styles and communication methods to gain acceptance of a product, service, or idea from prospects or clients.
- **Self Motivated:** The ability to reach a goal or perform a task with little supervision or direction.

Preferred Experience:

- Previous experience in the printing or manufacturing industry is a plus

Required Skills, Education and/ or Certifications:

- Bachelor’s Degree in Business or Engineering
- Must be proficient in the use of a PC, Microsoft Office (Word, Excel, PowerPoint, Access, Outlook) and CRM systems

Work Environment

| % of Time Spent in Work Environment | Type of Environment |
|-------------------------------------|--|
| <25% | Production- Work is performed indoors in a manufacturing setting with regular exposure to cold, heat, noise, and moving machines/equipment. |
| >75% | Office- Work is performed primarily in a standard office environment but may involve exposure to moderate noise levels from high-speed computer printers and other peripherals. Work involves operation of personal computer equipment for four to eight hours daily. Occasional travel to the manufacturing floor may be required. |
| NA | Customer Site- Work is performed in various environments depending on customers’ industry. Environments can range from production to office areas. |

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| Physical Demands | | Lift/Carry | |
|-------------------------|----------------|-------------------|----------------|
| Stand | Occasionally | 10 lbs or less | Occasionally |
| Walk | Occasionally | 11-20 lbs | Occasionally |
| Sit | Constantly | 21-50 lbs | Occasionally |
| Handling Materials | Constantly | 51-100 lbs | Not Applicable |
| Reach Outward | Frequently | Over 100 lbs | Not Applicable |
| Reach Above Shoulder | Occasionally | Push/Pull | |
| Climb | Not Applicable | 12 lbs or less | Occasionally |
| Crawl | Not Applicable | 13-25 lbs | Occasionally |
| Squat or Kneel | Occasionally | 26-40 lbs | Not Applicable |
| Bend | Occasionally | 41-100 lbs | Not Applicable |

- N (Not Applicable)** Activity is not applicable to this occupation.
- O (Occasionally)** Occupation requires this activity up to 33% of the time (0 - 2.5+ hrs/day)
- F (Frequently)** Occupation requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)
- C (Constantly)** Occupation requires this activity more than 66% of the time (5.5+ hrs/day)

Reasonable Accommodations Statement

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

Heartland is an Affirmative Action/Equal Opportunity Employer of Minorities, Women, Protected Veterans and Persons with Disabilities.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Signature

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee: _____ Date: _____