

Position Description



**PREMIER EVENT
TENT RENTALS**
Your GTA Tent Experts

Job Title: Director, Sales & Marketing

Reports to: President

Summary of Position

The Director, Sales & Marketing will be responsible for hands-on leadership of all sales and marketing efforts of Premier Event Tent Rentals Inc. Reporting directly to the President, and working closely with the Director, Operations, this position will be an integral part of the company's upper management team, directly involved in day-to-day activities as well as shaping the company's strategic direction moving forward.

The Director, Sales & Marketing will be responsible for all company sales. At the current stage in the company's growth, the Director will supervise and oversee other members of the sales/marketing team, while also being personally involved in a client-facing role, handling important customers and growing his/her own portfolio of key clients. As the company grows, and the size of the sales/marketing team expands, it is anticipated that an increasing proportion of the Director's time and focus will be dedicated to the supervision, management, leadership and direction of the sales/marketing team and his/her personal involvement in hands-on sales activity will decline proportionately.

The Director, Sales & Marketing will be responsible for leading all of the company's marketing efforts, including the website, social media accounts, promotional items, bridal shows/magazines, and other marketing efforts.

Qualifications Needed

- Excellent verbal and written communication skills
- A minimum of 5 years of Sales Experience
- Experience with Marketing including web, social media, and brand creation/promotion
- Experience in management is an asset
- An in-depth knowledge of the tent and event rental marketplace
- Ability to work well in a fast-paced environment
- Long term strategic thinking ability
- Excellent interpersonal skills and conflict-avoidance or conflict-resolution skills to work in coordinating role between customers and operations to ensure efficient and effective execution on job sites.
- Knowledge of Tent installation and removal needs

- Knowledge of Ontario's Occupational Health and Safety Regulatory Framework, and the application of this framework to safe work practices within the company
- Ontario Driver's Licence in good standing

Duties & Responsibilities of Position

The Director, Sales & Marketing will be responsible for the entire sales and marketing function and is therefore expected to assist in a wide variety of duties, including (but not limited to) the following:

- Work with the President and Operations Manager to ensure the continued growth and profitability of the Company
- Perform the duties and responsibilities of an Account Executive for those clients/projects where Director is handling sales relationship directly (these duties/responsibilities are outlined separately below)
- Provide management and direct supervision of all members of the Sales/Marketing team, including recruitment, performance management, day-to-day monitoring, coaching, etc.
- Ensure a proper response to all incoming phone calls and sales inquiries, creating a smooth process directing customers to the appropriate staff member.
- Assist with coverage of emergency phone-line on evenings and weekends on a rotating basis with other account executives and operations management staff.
- Assist with the creation of quotes and drawings for potential sales inquiries – working in conjunction with account executives to ensure timely responses.
- Working with other Account Executives and the Operations Manager for on-site logistics on particularly challenging installations.
- Primarily responsible for the oversight of all Premier related social media outlets including Instagram, and Facebook with an expectation to work with other office staff for the creation and publication of content.

Compensation

The Sales Director will be a salaried staff member. Compensation would include the following:

- An Annual Base Salary between \$85,000 - \$95,000
- A bonus based on company performance up to a maximum of approximately \$35,000
- Participation in Company Benefits plan with costs shared equally between employer and employee
- Participation in a Group RRSP program whereby the employer will match employee contributions to a maximum of 3% of base salary.
- A company provided smartphone

Duties & Responsibilities - Account Executive

When handling the sales relationship directly with a client. The Director will be responsible for performing the duties and responsibilities of an Account Executive including:

- Field incoming calls and e-mails from potential customers, and respond quickly and effectively to inform customer of our products and services and “sell them” on how we can help meet their needs.
- Prepare customer proposals, sales letters, presentations, layout drawings, etc. as necessary to promote a positive image of our company and protect/enhance our brand identity in the event rental marketplace.
- As needed, visit customer jobsites to review logistics, determine tenting solutions, etc. – especially in the Greater Toronto Area, but also in the Oakville, Burlington, Hamilton and Niagara areas as needed.
- Enter orders in system, ensuring accuracy.
- Prepare detailed job files, liaising with operations management as necessary to ensure things are properly documented to facilitate efficient and effective delivery on our commitments to customers.
- Assist with marketing and advertising efforts internally.
- Accept responsibility for following up, as needed, on accounts receivable from customers.
- Work with other members of company’s management team, and with all staff to promote and maintain positive workplace safety awareness and practices
- On larger projects, meet crews on-site to co-ordinate operational needs and ensure smooth communication between the customer at all times as well as efficient use of our operations resources.
- On larger projects, possibly arrange and facilitate pre-event meetings with sales staff and operations staff to meet customer representatives, review job requirements and ensure we meet customer’s needs as effectively as possible, but in a cost-efficient way that maximizes company profitability.
- Help out on an as-needed basis with ongoing jobsites and operational needs.
- At times, operate company-owned or company-leased vehicles to assist with transporting supplies, equipment or crew to/from jobsites.
- Participate in an annual review of our rental products and services and have input into future capital spending plans and marketing strategies.
- Focus principally on tent rentals and related products/services - but over time evolve knowledge and experience base to expand into the company’s other market areas such as party rentals, trade show services, etc.
- Assist with office coverage in slower seasons – coordinating schedules with other office staff and assisting with answering phones, etc.
- Work in compliance with the provisions of the *Occupational Health and Safety Act* and its Regulations, as well as all internal health and safety policies and procedures
- Identify and, where appropriate, correct workplace hazards noted and brought to your attention by crew leaders or health & safety reps
- Effectively communicate any safety-related issues immediately to crew leaders, workers, and company management.