CyberSquadTM Marketing & Sales Associate

Job Description

CyberSquad is seeking a candidate for a **contract** **Marketing & Sales Associate** position. The primary responsibilities of the developer will include:

* Accomplishes business development activities by researching and developing marketing opportunities and plans
* Meets marketing and sales financial objectives
* Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
* Improves product marketability and profitability
* Protects organization's value by keeping information confidential.
* Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.

Skills & Requirements

* Prior experience in marketing & sales
* Knowledge of research platforms and resources
* Digital savvy (ability to use multiple modes of online communication to reach out to prospects)
* Has a positive and engaging personality
* Ability to create simple, but effective presentations
* Listening skills & the ability to adjust to our clients’ needs

**Employment Type:**Contractor

**Salary & Benefits:** Marketing & Sales Associate will receive a monthly stipend, in addition to payment by commission

About Cybersquad

Cybersquad is a web hosting and design company located in Houston, TX. Begun in 1998, CyberSquad now has customers throughout the United States and continues to expand today. We are a collaborative, flexible company that values creative intellect and forward thinking. For more information, please see our website at [www.cybersquad.com](http://www.cybersquad.com).

**Marketing and Sales Manager Job Duties:**

* Accomplishes marketing and sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining employees; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.
* Achieves marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining system improvements; implementing change.
* Meets marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
* Determines annual and gross-profit plans by forecasting and developing annual sales quotas for regions; projecting expected sales volume and profit for existing and new products; analyzing trends and results; establishing pricing strategies; recommending selling prices; monitoring costs, competition, supply, and demand.
* Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs; developing field sales action plans.
* Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
* Improves product marketability and profitability by researching, identifying, and capitalizing on market opportunities; improving product packaging; coordinating new product development.
* Sustains rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities.
* Provides information by collecting, analyzing, and summarizing data and trends.
* Protects organization's value by keeping information confidential.
* Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
* Accomplishes marketing and organization mission by completing related results as needed.