# A New Leaf, Inc.

# position Description

## Manager, Sales Strategy and Communications

**Reports To: Chief Development Officer Job Status: Exempt**

**Job Summary:**

The Manager of Sales Strategy and Communications position is directly responsible for developing and implementing a comprehensive sales strategy including new revenue streams to support the vision of A New Leaf, leveraging public relations to strengthen the mission awareness and brand of A New Leaf, and lead internal and external communications. The Manager will oversee current sales strategies and provide guidance as needed to maximize impact. The Manager will oversee the marketing efforts for high-impact digital and print. Crafts communications plan and materials that benefit all divisions of A New Leaf. Demonstrates strong initiative in establishing brand image, selling techniques and marketing materials. Intently incorporate A New Leaf clients in the business model and brand awareness. This position is expected to uphold the mission and values established by the A New Leaf, Inc.

**Essential Functions:**

* Manages all business aspects of retail and social enterprise operations including sales strategies to increase revenue, reconcile weekly and monthly reporting, invoicing, and accurate forecast sales projections.
* Manage a sales team to execute established strategies.
* Manages all internal and external communications
* Establishes and executes a PR strategy to increase organizational and brand awareness
* Oversees marketing efforts in alignment with department and organizational needs for print and digital materials including brochures, flyers, annual reports, infographics, direct mail, etc.
* Manage existing customer base for retail and social enterprise operations as well as cold call/follow sales leads to expand customer database
* Perform detailed analysis for businesses and business opportunities, remaining informed of market trends and research
* Oversee events designed to drive retail business as well as company awareness
* Develops and implements strategic marketing plans, sales plans and forecasts to achieve agency objectives for products and services revenue goals
* Develops and recommends product positioning, packaging, and pricing strategy to produce the highest possible long-term market share
* Manages brand image/awareness for all divisions within A New Leaf, Inc.
* Proactively execute press releases, press interviews and pitches to write and obtain news coverage regarding all aspects of A New Leaf, Inc.
* Oversee all social media platforms and website updates
* Plans and oversees advertising and promotion activities including print, online, electronic media, and direct mail.
* Develop marketing campaigns for new products and services. This includes formulating a specific budget and expenditure plan for each.
* Incorporate A New Leaf clients into the foundation of all business and marketing strategies and daily activity.
* Must be adaptable to a work environment that is accommodating to people with developmental disabilities.

**Qualifications:**

* Bachelor’s Degree in Sales, Marketing or Business preferred with a minimum of five years related experience with progressive managerial responsibilities, including retail experience.
* Experience in AP writing style
* Must have experience managing social media platforms and website updates.
* Embody the values of A New Leaf, Inc.: client and customer focused, professionalism, innovation, collaboration
* Expressed desire to work with persons with developmental disabilities
* Positive attitude toward working with diverse population
* Proficiency in all Microsoft programs; Excel, Word, PowerPoint, Publisher and experience with Adobe Software
* Final hiring pending on OSBI background check, clean driving record, Community Services Registry check and pre-employment screening.
* Valid driver’s license, reliable vehicle, and up-to-date vehicle insurance.
* Must have Business Acumen; Retail Experience; Strategic Thinking; Problem solving/analysis; Financial Management; Customer/Client focus

**Special Requirements:**

* Criminal arrest check will be done through the OSBI; Per Section 1025.1 et seq. Of Title 56 of the Oklahoma statues, House Bill 1790, any prospective employee with a felony or misdemeanor conviction, guilty plea or plea of nolo contendere will not be eligible for employment. This prohibition may be disregarded if an appropriate waiver is obtained from the Office of the Director, DDSD, Department of Human Services, or his/her designees.
* Community Services Registry checks (House Bill 1790) will be done through DDSD, Department of Human Services. The person whose name appears on the registry cannot work for A New Leaf.
* Employees and A New Leaf are engaged in an at-will employment relationship, meaning that either are free to terminate the relationship at any time with or without reason and with or without notice.

**I have received and read the above information about the position of Manager of Strategic Sales and Communications**

\_\_\_\_\_\_ Yes, I am able to perform all of the requirements that are necessary to perform this position in a safe and satisfactory manner.

\_\_\_\_\_\_No, I am not able to perform all of the requirements that are necessary to perform this position a safe manner. Below are listed the qualification for this job that I DO NOT meet, along with any accommodations that I may require to perform the related functions

Employee (signature) Date