

## **Focus Data Solutions**

**Title: Sales and Marketing Specialist**

**Location: Alexandria, VA**

**Reports to CEO/CIO (Co-Founders)**

**Date of Preparation: October 2018**

### **Job Description**

Join Focus Data Solutions as our new Sales and Marketing Specialist. We are seeking a proactive team member with the drive, tenacity and entrepreneurial mindset to work with our sales team in a lead generation role which encompasses both sales and marketing responsibilities. This salaried position works with our leadership team to foster collaborative relationships with prospective clients that lead to long term client affiliations and new referrals.

### **Key Responsibilities – Sales**

- Perform all facets of sales prospecting to identify new opportunities/leads to keep sales pipeline full and meet quarterly goals
- Pursue new relationships to help achieve projected revenue growth, in conjunction with full sales team
- Work with the sales team to qualify prospects and develop strategic sales plans for specific accounts
- Work with the sales team on sales processes, procedures and efficient implementation
- Attend networking events, educational and social functions to develop relationships with potential clients in Focus Data Solutions' targeted markets
- Perform sales outreach (calls, emails, social media) to generate leads and schedule meetings with potential clients for Stage Two sales team members
- Draft and finalize sales proposals for the sales team, to include IT equipment and services sales
- Use CRM tools to manage and maintain sales information and metrics
- Work with our Client Services and IT team members to generate referrals from existing clients

### **Key Responsibilities – Marketing**

- Develop lead generating marketing strategies in coordination with our outsourced marketing vendor
- Create and execute lead generation programs through email and social media campaigns
- Manage and create content for our social media accounts, working with outsourced marketing vendor
- Analyze and create plan for engaging multiple target markets
- Review marketing materials and branded items regularly to update/insure adherence to products, services and brand guidelines
- Manage sponsorship relationships and targeted marketing to assist with community involvement and branding

### **Requirements**

- 1-2 years sales and marketing experience in outside B2B sales within the SMB market
- Verifiable business marketing experience and/or social media experience in a sales support role
- Self-motivated, goal-oriented and results-driven approach to career and team
- Excellent verbal, written and customer presentation skills
- Ability to confidently present to small groups and lead business discussions
- Experience with CRM systems to track sales efforts
- Reliable transportation, valid driver's license and insurance
- Sales experience in IT related services, such as Managed Services, VAR, IT consulting or any related IT field a plus
- Experience with Connectwise, Quosal a plus