

Sales and Marketing Position

Updated February 2022

Job Description

At TechFulcrum we use our knowledge and experience to create some of the most interesting and exciting guest experiences in the global themed entertainment market. We would like more of the industry to know about the fun things we do and what we can bring to a project. We are seeking a qualified sales and marketing specialist to help build our brand awareness, further our client and potential client relationships, as well as identify, distill, and attain new opportunities.

Our ideal candidate would be a trusted and integral part of the team, who has experience in the market or the desire to learn the market, who is self-motivated and organized, has strong interpersonal skills, and works well with the team.

While experience is beneficial, for an appropriate individual, we are willing to share our knowledge and experience of the market and assist an individual to grow into the position. This would require a motivated individual who is interested in a long-term position. There are opportunities to learn and grow. This would include periodically stepping into other areas of the business to further the knowledge of the company and processes as well as assist the team overall.

Objectives of this Role

- Research and be educated on the different market segments and targeted geographic regions with respect to trends, projects, people, and opportunities
- Take a lead role in the development of proposals and presentations for new business materials to create and nurture business opportunities
- Work with the team to further the acquisition of business opportunities
- Assist in the coordination and implementation of marketing strategies that achieve strategic goals

Responsibilities

- Monitor and evaluate industry trends and customer drivers and meet regularly with management and stakeholders to discuss strategy
- Manage proposal response process, including detailed RFP requirements, content creation, and inputs from various sources including others on the team
- Generate new leads, identify and contact decision-makers, screen potential business opportunities, select the deals inline with strategies, facilitate pitch logistics, and eventually lead pitches.
- Maintain the various social media presences with periodic updates that generate interest and maintain brand awareness without irritation.
- Generate or supervise the generation of monthly e-mailings to the mailing lists.

Skills and Qualifications

- Bachelor's degree in sales, marketing, business development, or related fields is preferred
- Excellent verbal and written communication skills
- Self-motivated and organized
- Team player
- Willingness to travel (travel currently curtailed during COVID)
- Current passport or ability to obtain one
- Knowledge of MS Word, MS Excel

Preferred Qualifications

- Experience with CRM software
- Experience with graphics software

Additional Details

- At TechFulcrum we foster a collaborative, team atmosphere
- While TechFulcrum is a distributed company with team members scattered across the world, the preferred location for this position would be in the North Palm Beach, Florida USA office. Future mobility can be discussed
- Compensation commensurate with qualifications
- Health benefits available for full-time employees
- Paid vacation time
- Paid holidays for full-time employees