



## ASSISTANT VICE PRESIDENT SALES & MARKETING

Manage and oversee the company's sales and marketing functions to include active selling of company products and line supervision for a team of Sales Consultants. Develop and implement sales and marketing strategy. Monitor and analyze sales and marketing activity against goals.

### Key Responsibilities and Accountabilities

- Direct and coordinate the company's sales functions to include the active selling of company products (motorcycles, scooters, parts and accessories).
- Train and develop sales staff on applicable selling techniques and best practices applicable to the motorcycle industry.
- Analyze and evaluate the effectiveness of sales, methods, costs, and results to determine business growth potential.
- Directs sales department to achieve objectives established in the Company's strategic plan.
- Develop and manage sales and marketing budgets, retail pricing structures and oversee the development and management of internal department budgets.
- Seeks out and targets new customers and new sales opportunities, initiates action plan to approach and secure new business for the Company.
- Oversee the company marketing function to identify and develop new customers for products and services.
- Research and develop strategies and plans which identify marketing opportunities, direct marketing, and new project development.
- Participate in the development of new project proposals.
- Lead new product Research and Development initiatives.
- Establish and implement short- and long-range goals, objectives, policies, and operating procedures.
- Supervise the planning and development of company marketing and communications materials.
- Represent the company at various community and/or business meetings to promote the company.
- Maintains and improve business relations with partners, vendors, and distributors.
- Works with Senior Management team to ensure the best possible service and effective communication to Cycle Care customer.

### Specific Job Skills

- 4 yrs College or University
- Minimum of 5 years combined senior level experience in sales plus marketing and advertising positions.
- Minimum 5 years senior level experience in the motorcycle industry.
- Experience in planning marketing strategies, advertising campaigns, and successful public relations efforts.
- Proven leadership ability to influence, develop, and empower employees to achieve objectives with a team approach.
- Work requires professional written and verbal communication and interpersonal skills.
- Problem analysis and problem resolution at both a strategic and functional level.
- Strong customer orientation.
- Computer literate to include working knowledge of Microsoft suite of products.
- Familiarity with motorcycle or automotive dealership operating systems and web site design is a plus.

**Salary will commensurate with qualifications and experience.**

**Interested persons should forward a resume including certifications and at least two (2) references to:**

**hr@cyclecare.bm or Fax: 295-0760**

**Closing Date For Application Is October 11, 2013**