Job Title: Vice President of Marketing & Distribution

Department: Marketing

Job Relationships:
Supervisor: President and CEO

Direct Reports:
- National Director of Field Operations (PRC product line),
- National Director of Field Operations (Saltillo product line)
- Marketing Department staff.
- Indirectly supervises all the employees in the sales and marketing teams. (50 plus staff)

Position Summary:

Summary of functions
Provide leadership and coordination of company’s North American sales and marketing functions. Develop and implement all marketing and sales strategies, plans, programs, and functions. Monitor and analyze sales and marketing activity against goals to ensure sales growth and customer satisfaction.

Activities, Duties, and Responsibilities:

Essential functions
- Develop and maintain a thorough understanding of the company’s markets, competitors, sales cycles, clinical influences and consumer behaviors.
- Direct the company marketing function to identify and develop new customers for products and services.
- Develop strategies and plans which identify marketing opportunities and carry out programs for market research and analysis including market segments, buying trends and competitor analysis.
- Analyze and evaluate the effectiveness of sales, methods, costs, and results.
- Develop and manage sales and marketing budgets and oversee the development and management of internal operating budgets.
- Plan and coordinate public affairs and public relations efforts including community outreach.
- Effectively represent the company at various community, business, industry and governmental meetings to promote the company and its interests.
- Develop and implement pricing and customer service policies in conjunction with the Business Manager.
- Develops marketing action plans that clearly define objectives, goals, schedules and assignments to implement and achieve targeted opportunities.
- Provide recommendations for improving or adding new products and services and assist with product development and testing.
- Builds, develops and manages sales teams capable of carrying out needed sales and service initiatives.
- Maintain relationships with advertising agencies, public relations firms, market research firms and other services providers as needed.
- Oversee reporting of sales and marketing activities, including leads, sales orders, sales by product and customer lists.
• Performs other related duties as assigned.

Qualifications Required:

Competencies
• **Problem Solving/Analysis.** The PRC family of companies participates in an inter-related set of markets that span a variety of client populations, products and services, funding sources and both consumer-driven and DME products. The VP must be able to assess sales, research and other information to develop and implement marketing and sales strategies that support the company’s goals.
• **Sales and marketing strategies/tactics.** The company’s span of products, services and markets requires intentional choices from among many marketing and sales strategies and approaches.
• **Results focus.** The VP position must focus attention on all aspects of the company’s operations that impact the generation of profitable and sustainable revenue.
• **Leadership.** The company operates within a distinct set of values and mission. The VP needs to display leadership in achieving goals within those values and mission and model those values to employees, customers and business partners.
• **Communication Proficiency.** The VP must be able to communication effectively with a wide range of employees, customers, industry professionals and business partners in a wide range of settings and facilitate effective interactions with staff, industry professionals and clients.

Education and Experience
• Undergraduate degree in a related field. Clinical knowledge related to the products/services/markets served helpful but not required.
• Experience in sales/marketing functions in the medical device, software or educational markets.
• 3-5 years or more experience directing sales, marketing and product realization functions at an executive/senior level.

Other
• Extensive travel within North America to industry trade shows and conferences, sales team meetings and customer sites is required.
• Occasional international travel may be required.

Organizational Relationships
Directly accountable to the Chief Executive Officer and the board of directors through the CEO for the performance of all responsibilities related to sales and marketing.
• Serves as a member of the Executive Management Team,
• Leads the Market Planning Team.
• Provides reports or briefings on company sales, marketing and product/service realization activities as requested by the CEO and the board of directors.
• Provides liaison to the company’s international subsidiaries on marketing, sales and product realization issues
Physical and Environmental Requirements:

- Talking. Expressing or exchanging ideas by means of spoken word. Those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.
- Hearing. Perceiving the nature of sounds at normal speaking levels with or without correction. Ability to receive detailed information through oral communication, and to make the discriminations in sound.
- Repetitive Motion. Substantial movements (motions) of the wrists, hands, and/or fingers.
- Sedentary Work. Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.
- The worker is required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading; visual inspection involving small defects, small parts, and/or operation of machines (including inspection); using measurement devices; and/or assembly or fabrication parts at distances close to the eyes.
- The worker is not substantially exposed to adverse environmental conditions.