



COME JOIN OUR TEAM!

Insta Graphic Systems is looking for a Sales and Marketing Coordinator to join our team. As the Sales and Marketing Coordinator, you will support the Corporate Sales Representatives in all aspects of the sales process by communicating directly with customers, handling all order writing and in-house order flow management, as well as, working to convert prospects from incoming calls and leads into new customers. They will work closely with the Marketing team to support and execute the marketing strategies. The Sales and Marketing Coordinator is an integral part of the sales force at Insta Graphic Systems.

Please send us your resume from the Careers section of our website.

What you'll do:

- Confer with prospects and customers by telephone, email or in person, to provide information & quotes on Insta's products (Printed Products & Machines), as well as, take, write up & enter orders.
- Research and analyze market trends and customer data in order to further sales efforts.
- Research and qualify potential leads from trade shows, business directories, web searches or digital resources.
- Cold calling; making multiple outbound calls to develop new customers.
- Answer potential client questions and follow-up call questions.
- Contact prospects to respond to inquiries and cultivate leads from cold calls, call-ins, trade show and web leads and referrals into new customers.
- Get to know and understand key customers and their businesses.
- Work with existing customers on orders, questions and other needs.
- Consistent communication and follow up with customers and prospects via phone and email.
- Track production schedules for orders based on sales volume, due dates, art department workload, production capacity and materials.
- Track and follow up orders in house by attending daily production and weekly sales meetings; if necessary make adjustments to the production schedule in order to

complete the job within the allotted time. Coordinate and make recommendations with production for scheduling of orders.

- Monitor the sales collateral and mail catalogues, specific product literature and samples upon request.
- Present product line and provide consultations to walk-in prospects and customers.
- Perform day-to-day administrative tasks such as maintaining information, files and processing paperwork.
- Manage and qualify all incoming phone calls for the sales department.
- Check email and voicemail of Corporate Sales Representative when he/she is out of the office and respond to customers accordingly and in a timely manner.
- Accomplishes department and organization goals by accepting ownership for new requests.
- Explores opportunities to add value to job accomplishments.

Additional Responsibilities:

- Attend and work local tradeshow as needed
- Assist with marketing collateral
- Miscellaneous duties as needed

Accountabilities:

- Is accountable for in-house order management.
- Is accountable to work as part of the sales team to generate, manage and grow sales.
- Is accountable for handling and finding solutions to problems with orders, products, customers & order flow issues, in a timely manner.

Who you are:

Education: High school diploma or GED required. College degree preferred.

Experience: Must have 3 - 5 years minimum experience in customer service and/or sales related positions.

Core Competencies:

- **Customer and Personal Service** – Knowledge of principles & processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services and evaluation of customer satisfaction.
- **Clerical** – Knowledge of administrative and clerical procedures and systems such as word processing, managing files and other office procedures and systems.
- **English Language** – Knowledge of the structure and content of the English language including spelling, correct sentence composition and grammar.
- **Communication** – Strong written, verbal and interpersonal communication skills.
- **Math** – Solid foundation and understanding of basic math principles – including but not limited to, addition, subtraction, multiplication, division, percentages, fractions & rounding.

- **Computer Skills** – Knowledge includes but is not limited to, Word, Excel, Outlook, E-Synergy & Macola.
- **Critical Thinking** – Strong logic and reasoning skills used to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- **Organizing, Planning & Prioritizing Work** – Developing specific goals and plans to prioritize, organize and accomplish your work.
- **Resolving Conflicts & Negotiating with Others** – Handling complaints, settling disputes, and resolving grievances and conflicts, or otherwise negotiating with others.

Personal Characteristics:

- Strong organizational skills
- Honest, positive & helpful attitude
- Well-developed interpersonal skills. Ability to get along well with diverse personalities – tactful – mature – flexible
- Bilingual Spanish a plus
- Ability to establish credibility with customers and members of the organization
- Effective communication, interpersonal and team building skills and able to manage multiple projects in a rapidly changing environment
- Quick learner and drive for continuous improvement
- Customer focused and strong willingness to help other team members.

Other:

- **Physical and Environmental Requirements:** While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand and sit. The employee is occasionally required to walk and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and color vision.
- Work environment includes front-office and manufacturing. The noise level in the work environment is usually moderate.
- **Pre-Employment Verifications:** Must pass background and reference checks, drug screen and physical examination prior to employment.

What we offer:

- Competitive salary
- Comprehensive benefits package including: medical, dental and vision
- 401K Plan
- Paid time off and holidays

Disclaimer: This job description is not intended to be all-inclusive, and employees will also perform other duties as assigned by management as required.

Company reserves the right to revise or change job duties and responsibilities as the need arises. This job description does not constitute a written or implied contract of employment.

INSTA Graphic Systems is an Equal Opportunity Employer. M/F/D/V