



CCOF

Organic Certification

Education & Outreach

Political Advocacy

Promotion

Sales & Marketing Supervisor Job Description

Organization Description: CCOF advances organic agriculture for a healthy world. We advocate on behalf of our members for organic policies, support the growth of organic through education and grants, and provide organic certification that is personal and accessible.

CCOF is a nonprofit organization governed by the people who grow and make our food. Founded in California more than 40 years ago, today our roots span the breadth of North America and our presence is internationally recognized. We are supported by an organic family of farmers, ranchers, processors, retailers, consumers, and policymakers. Together, we work to realize a future where organic *is* the norm.

Position Summary: The Sales & Marketing Supervisor is a key position within the CCOF marketing and sales team. The primary duties include coordinating and implementing marketing and sales campaigns for each department and branch of the organization. This position is responsible for creating sales plans to meeting strategic organization goals, building membership, and providing strategic solutions for sales efforts including campaigns, tradeshow, and client acquisition.

Reports to: Marketing Director

Job Responsibilities

- Plan and coordinate sales efforts aimed at growing CCOF and the organic movement.
- Oversee processes through which the sales team works with internal and external project owners to develop strategic sales pitches for CCOF's products and services.
- Provide sales expertise, data, and department process improvements.
- Identify emerging markets and market shifts while being fully aware of competition status.
- Manage high level projects and oversee day-to-day activities including lead tracking and tradeshow evaluation and management.
- Own recruiting, objectives setting, coaching and performance monitoring of sales representatives.
- Align various sales activities to compliment organizational goals and create an achievable and sustainable workload.

Essential Qualifications and Experience

The ideal candidate will have the following:

- Minimum of three years of sales and/or marketing experience
- Bachelor's degree in marketing, advertising, or related field
- One (1) to three (3) years of experience in managing personnel and projects
- Excellent mentoring, coaching and people management skills
- Successful previous experience as a sales representative or sales manager, consistently meeting or exceeding targets

- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organization
- Proven ability to drive the sales process from plan to close
- Strong business sense and industry expertise
- Experience in the organic industry and knowledge of organic certification is highly desired
- Ability to multi-task and work under pressure
- Proven ability to work in a dynamic environment with various stakeholders, sometimes possessing strong and conflicting opinions
- Strong computer and technical skills with specific experience in Microsoft Office Suite (Excel, Word, PowerPoint)
- Experience in Customer Retention Management (CRM software such as Sales Force)
- Willingness to do whatever it takes to get the job done
- Ability to work occasional nights and weekends
- Ability to travel domestically several times each year
- Ability to lift 40 lbs. from ground to waist and be physically able to pack boxes and materials for trade shows and events
- Ability to stand and walk for several hours at a time (at trade show and events)
- Legal status to work in the United States

TO APPLY

Please submit your resume, cover letter outlining your experience as it relates to this position, and at least 3 professional references to: employment@ccof.org.

CCOF IS AN EQUAL OPPORTUNITY EMPLOYER

