Sales and Marketing Support Specialist

Reports To: Sales and Marketing Manager

Location:  Camarillo, CA

Full-time

Summary:

The Sales and Marketing Support Specialist plays a crucial role in the implementation and execution of sales and marketing strategies. This position involves assisting the sales and marketing teams in achieving their goals by providing administrative support, managing customer inquiries, coordinating marketing activities, and analyzing market trends. The ideal candidate is organized, detail-oriented, and possesses strong communication skills.

Key Responsibilities:

Customer Interaction:

   - Handle customer inquiries via phone, email, and social media, ensuring timely and accurate responses.

   - Maintain positive relationships with clients by providing excellent customer service and addressing any concerns.

Marketing Coordination:

   - Coordinate and execute marketing campaigns and events, including trade shows, webinars, and promotional activities.

   - Assist in the development and management of digital marketing initiatives such as social media, email marketing, and content creation.

Sales Support:

   - Support the sales team by preparing sales quotes

   - Track sales performance and generate reports to provide insights into sales activities and market trends.

Market Research and Analysis

   - Conduct market research to identify potential customers, market trends, and competitive analysis.

   - Analyze data to provide actionable insights and recommendations for improving marketing and sales strategies.

Collaboration:

   - Work closely with other departments to ensure cohesive and effective marketing and sales efforts.

   - Participate in brainstorming sessions to generate new ideas and strategies for business growth.

Qualifications:

- Bachelor’s degree in Marketing, Business Administration, or a related field.

- 1-3 years of experience in sales and/or marketing support roles.

- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and familiarity with CRM software (e.g., HubSpot).

- Strong organizational skills and attention to detail.

- Excellent written and verbal communication skills.

- Ability to multitask and manage time effectively.

- Knowledge of digital marketing tools and techniques is a plus.

- Ability to work independently and as part of a team.

Working Conditions:

- Office environment with occasional travel for events and client meetings.

- Standard working hours with some flexibility required for special projects or events.

Benefits:

- Competitive salary

- Health, insurance

- 401K with available company match

- Paid time off and holidays

Application Process:

To apply for the Sales and Marketing Support Specialist position, please submit your resume and cover letter outlining your relevant experience and why you are a good fit for this role to daniel@simbaline.com.