

Marketing and Sales Manager

FRC Group is looking for a Marketing and Sales Manager who will take a leadership role in the development and evolution of the company's product and service offerings. Working with Sales Representatives, prospective and existing customers, industry groups and internal development, the Marketing and Sales Manager will drive the creation and implementation of new sales channels for our products and services that achieve the company's market penetration and financial goals.

Key Responsibilities

- Identifies and develops markets and customers for our products and services.
- Prepares and develops marketing and promotional materials, presentations, reports and statistical data analyses as requested.
- Directs and manages the relationship with and activities of our Sales Representatives.
- Provides support for promoting new services and programs.
- Manages and coordinates convention and advertising activities.
- Manages day-to-day sales activities.
- Champions sales process; mentors and trains as needed direct reports and technical staff.
- Tracks effectiveness of marketing programs and makes recommendations based on marketing measurement.
- Domestic and international travel is required.

Qualifications

- BA in Business, Marketing or related field is highly preferred.
- 5+ years experience in the avionics or communication industry is highly desired.
- Hands-on technical skills with the ability to learn company products and technology, consisting of plastic injection molding, antennas, magnetics, broadband equipment and services.
- Excellent verbal, written, and computer communication and presentation skills.
- Excellent leadership and people skills; demonstrated ability to work and communicate effectively in technical and non-technical environments.

Apply for this position at hr@frccorp.com if you seek a challenging Long Term Career Opportunity with a stable, growing company. We are an equal opportunity employer.