



Job Description:

Sales Executive/Project Manager

The Company

MindShare Strategies is a small but dynamic full-service marketing and association management firm that provides strategic planning, membership management, marketing, sales, and event management services to its clients. The company specializes in the transportation, logistics and supply chain industries.

About the Position

Looking to apply your skills in sales, business development, customer service and project management? Do you thrive in a dynamic, fast-paced setting where you are resourceful, a multi-tasker, and unafraid to roll up your sleeves and “just do it?” Then our newly created Sales Executive/Project Manager position is the opportunity for you. This is a permanent, full-time position and works remotely.

This Sales Executive will be part of an account-based sales team that services industry non-profit associations involving transportation, logistics and supply chain management in the food and beverage industry as well as gender diversity in transportation best practices. This position also has the potential to grow into managing accounts in our client portfolio.

You’ll be responsible for sales and business development activities and will be responsible for meeting or exceeding sales targets for two clients: Food Shippers of America (www.FoodShippers.org) and the Women In Trucking Association (www.WomenInTrucking.org). This position manages accounts for both of these clients, with responsibilities that include:

- Print advertising sales and sponsored content packages for [Food Chain Digest](#), the official magazine of Food Shippers of America (FSA)
- Digital advertising and sponsored content packages for [Food For Thought](#), the official member e-newsletter of FSA; social media channels and Food Shippers blog.
- Print advertising sales and sponsored content packages for [Redefining the Road](#), the official magazine of the Women In Trucking Association (WIT)
- Digital advertising and sponsored content packages for the [WIT eNews](#), the official member e-newsletter of WIT; social media channels; the Women In Trucking blog the WIT Driver Hub
- Sponsor and exhibitor packages for the [Accelerate! Conference & Expo](#), the annual conference hosted by WIT
- Routinely maintain sales deals in CRM with detailed notes on all conversations and transactions with each assigned account; and maintain productive, collaborative relationships with clients and prospects
- Works directly with assigned accounts to ensure Insertion Orders (IOs) and other processes to ensure advertisement, sponsor and exhibitor commitments are fully secured
- Works closely with assigned accounts and the MindShare team on all fulfillment requirements of packages sold to ensure full satisfaction of the client

- Works closely with MindShare Marketing Team on lead generation opportunities
- Gains and maintains an in-depth knowledge of assigned accounts and related industries
- Special projects as assigned.

Qualifications

Minimum of Bachelor's degree and three years' experience in sales, business development, and customer experience. Proven track record of developing new business and growing existing accounts. Successful candidate must have excellent verbal communication skills and strong writing skills, used primarily in formal email communications. Must be able to research industries for understanding association marketplace and research for prospective clients that would be appropriate advertisers, sponsors or exhibitors. Ability to use the Internet and to learn new software programs and systems. Ability to manage multiple projects, perform a variety of tasks, leverage various technology platforms. A wide degree of organizational skills, resourcefulness and creativity is expected. Must be proficient in Microsoft Office products. Use of Hubspot or other CRM/marketing automation platforms a plus.

Competitive Compensation/Benefits

Competitive base salary plus additional uncapped compensation incentive opportunity based upon achievement of key performance indicators (KPIs). Paid vacation and paid holidays in accordance to MindShare's vacation and holiday policies. Retirement Program: After one year, MindShare contributes 3% of your gross compensation to a simple IRA plan.

Interested in this Opportunity?

Submit cover letter, resume and compensation requirements no later than March 8. Questions? Contact Cassidy Mullins, Vice President of Operations, at 952-442-8850 x215 or email.