



WESTERN PULP PRODUCTS COMPANY

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westernpulp.com

Sales and Marketing Manager

Corvallis, OR

Position and Company Overview

Our Corvallis Oregon headquarters has an immediate need for an experienced Sales and Marketing Manager. Reporting to the President, the ideal candidate will provide oversight for the sales and marketing strategy for Western's four product segments – packaging, wine shippers, floral, and nursery. The candidate will be responsible for company sales across the U.S., Canada, and export business.

This is a multiple task, deadline-based environment with a requirement for timeliness and accuracy, therefore flexibility is necessary to manage multiple projects and re-evaluate and change priorities quickly and efficiently. The desire and ability to work well with others are also important in this team-oriented environment.

Essential Duties and Responsibilities

- Create a motivated workforce with a shared vision, encouraging team participation, individual responsibility, and accountability to meet customer's requirements.
- Work with Western's authorized nursery distributors, floral wholesalers, packaging distributors, and wine tray distributors, direct customers, and end-users. Activities include making product selection and application recommendations during field visits. Conduct product-training sessions on a one-on-one and group setting basis.
- Manage, motivate, incentivize and empower Western's sales team.
- Interface with Western's production, customer service, distribution, and marketing staff, in a team approach.
- Manage telemarketing, travel, territory coverage, and routing efficiently. Use e-mail, telephone contact, and account management software (Outlook) to keep Western support staff and management informed of activities.
- Define, develop, and implement Western's organizational sales by developing a business plan that includes sales, revenue, and expense controls.
- Work with distributors, growers, and retailers to develop marketing and/or premium programs with applications for Western's containers to increase sales of Western's products within the territory.
- Work with design, marketing, and production staff to identify, evaluate and develop new business for Western's nursery containers, floral containers, and wine shipper lines.
- Managing company Trade Show participation, planning, booth management, and follow-up.
- Represent Western membership in industry associations.
- Managing a sales Territory including the Pacific Northwest and Canada to promote and sell Western's floral, nursery wine shippers, and packaging product lines.
- Track sales goals and report results to production and management teams.

Qualifications

- Four-year degree or equivalent experience in Business, Marketing, Communications, Packaging Science, Horticulture, Agriculture, Botany, Biology, or five (5) years of related experience or equivalent combination of education and experience.
- Minimum of 4-5 years work experience in a related production, technical, or sales position.
- Working knowledge of the packaging industry and manufacturing is preferred and a huge plus.
- Working knowledge of horticulture, gardening, botany, biology or related field is also preferred.
- Effective written and verbal communication skills with the ability to communicate with and influence all levels within the company.

- Exceptional customer service skills and the ability to represent the company in a positive and professional manner.
- Advanced proficiency with Microsoft Office products, especially Excel, Outlook, and Word.
- Familiarity with desktop publishing software, such as Adobe InDesign or Microsoft Publisher a plus.
- Experience in the use of ERP platforms, specifically IQMS and Crystal Reports also a plus.
- Highly organized and detail-oriented; must be able to work independently and effectively manage multiple deadlines with changing priorities.
- A hands-on, proactive approach in managing personnel and a demonstrated ability to successfully resolve conflict.
- Strong ability to create accountability and lead by example and ability to work well with others in a team environment.
- Ability to maintain confidentiality.
- Operation of a Company vehicle is an essential function of the position; therefore, candidates must possess a valid driver's license and satisfy the requirements of Western's Vehicle Usage policy.

Physical Demands

- Ability to sit for extended periods in an office setting.
- Ability to understand speech and speak clearly.
- Ability to frequently use a keyboard, mouse, telephone, and other office equipment
- Required to work an 8-hour shift, M-F; may require occasional overtime on weekdays or work on weekends.
- Routinely work on tasks that include the use of hands and arms.
- Good close vision, distance vision, and depth perception.
- Occasionally lift and/or move up to 20 lbs.
- Ability to occasionally stoop, kneel, crouch, crawl, and reach.
- Approximately 50%-60% domestic travel (8-10 nights per month), including some weekend travel.

Benefits

- Group Health Insurance
- Voluntary Group Dental Insurance
- Voluntary Group Vision Insurance
- Section 125 Flexible Spending Account Plan
- 401(k) and Profit-Sharing Retirement Plan
- Voluntary Short-Term Disability
- Voluntary Life and AD&D Insurance
- Paid Sick Time
- Paid Vacation
- Paid Holidays
- Personal Company Vehicle