



## **POSITION SPECIFICATION**

### **Director of Sales & Marketing**

#### **Company**

Located in Seattle, Washington, Athena Marketing International ([www.athenaintl.com](http://www.athenaintl.com)) (AMI) provides international marketing, business development and consulting services to U.S. food, beverage and agricultural manufacturers. Its objective is to assist in building profitable, sustainable brands for U.S. food, beverage and agricultural manufacturers while providing international importers, distributors and retailers with unique U.S. food and beverage products.

#### **Position Summary**

The Director of Sales & Marketing has the opportunity to play a key role in building a world-class professional services firm. This position reports to the President, and will manage significant functions of the business as it develops into a mature company. However, there will be close interaction with other marketing executives in the company. The successful executive must be willing to be a “hands on” enabler in the current growth phase of the company.

The winning candidate will ideally have spent time in a large food and beverage or agricultural company, preferably with international sales and/or marketing responsibilities. He or she may also have worked in a smaller, more resource restricted professional services company that requires a hands-on, entrepreneurial management style. This role requires a “roll up the sleeves” type person who thrives on making things happen.

This is a full-time, 40-hour per week position.

#### **Major Responsibilities**

- Correspond and build a network of international distributors and importers to increase client sales.
- Develop international marketing strategies and plans on behalf of AMI clients.

- Manage and attend international trade shows, and assess potential distribution partners.
- Develop and maintain an effective business network within the U.S. food and beverage industry to develop a detailed understanding of needs and opportunities of manufacturers.
- Develop effective business relationships with key U.S. government and international officials, food and beverage industry representatives and trade organizations to ensure that the interests of AMI can be effectively promoted and protected.
- Drive the identification of additional growth opportunities and strategic initiatives in addition to AMI's core business, and manage the tactics and execution to achieve company objectives.
- Improve execution and productivity at all levels by encouraging functional excellence to transcend industry benchmarks.
- Assist company's Public Relations affiliate to issue press releases, schedule speaking engagements, website marketing, blogging and other public relations and promotion of the company.

### **CANDIDATE SPECIFICATION: KEY SELECTION CRITERIA**

#### **Ideal Experience**

- A proven sales, business development or marketing professional with 7-10 years of successful progression in a food, beverage or agriculture environment, with ideally, several years in a Tier I professional services company.
- A track record of international experience would be valuable, and a clearly articulated desire to build a world-class professional services company.
- Demonstrated ability to work with business executives of foreign cultures.
- One who has worked in a more resource restricted, entrepreneurial company is required.
- Has enjoyed success in developing professional service firms into mature companies
- Experience building teams as well as forming solid business relationships and contacts at all levels of organizations.

#### **Compensation**

Athena Marketing International offers a competitive compensation package that includes base compensation commensurate with a candidate's background and experience, bonus opportunity, and a complete health care plan.

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[www.athenaintl.com](http://www.athenaintl.com)