



MARKETING

ADVERTISING

GRAPHIC DESIGN

WEBSITE DESIGN

## POSITION DESCRIPTION SALES/MARKETING SPECIALIST

**CYNROC, INC.**  
WWW.CYNROC.COM  
406.652.0227

**Title:** Sales/Marketing Specialist

**Reports to:** Cynroc Manager

**Location:** Cynroc, Inc., 2475 Village Lane, Suite 300, Billings, Montana

### SUMMARY OF THE POSITION

Under the supervision of the Cynroc Manager, the sales/marketing specialist will develop, implement, and maintain sales/marketing strategies to meet organizational objectives that include the growth and expansion of the company and its clients.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Conceptualize, develop, and implement marketing plans, media/marketing campaigns including social media, projects, special sales activities, and presentations for new and existing products of company and its clients.
2. Analyze and maintain currency in consumer research, current market conditions and requirements, online marketing trends, and competitor information for existing and future products. Develop and maintain sales materials and current product knowledge.
3. Prepare action plans and schedules to identify specific targets and to project the number of contacts to be made.
4. Follow up on new leads and referrals resulting from field activity.
5. Prepare presentations, proposals, and sales contracts; present and sell company products and services to current and potential clients.
6. Establish and maintain current client and potential client relationships; identify and resolve client concerns.
7. Prepare a variety of status reports, including activity, closings, quality checks, follow-up, and adherence to goals. Keep manager regularly apprised of activities and status of all projects.
8. Communicate new product and service opportunities, special developments, information, or feedback gathered through field activity to appropriate company staff and manager.
9. Coordinate with company staff to accomplish the work required to close sales.
10. Participate in marketing events such as seminars, trade shows, and Business After Hours.
11. Write and edit copy that may include ad copy, editorial, stories, copy for the web, and press releases.
12. Coordinate social media accounts for company and clients.
13. Develop budgets and pricing strategies; deliver project within agreed budget.
14. Act as liaison with media and advertising reps.
15. Perform other duties as assigned.

**OUR MISSION** DELIVER VALUE TO OUR CLIENT: • Incomparable Service • Exceptional Product • Measurable Return

## QUALIFICATIONS FOR THE POSITION

**Title:** Sales/Marketing Specialist  
**Reports to:** Cynroc Manager  
**Location:** Cynroc, Inc., 2475 Village Lane, Suite 300, Billings, Montana  
**Hours:** Monday-Friday, 8am – 5pm

- Experienced in sales/marketing principles and practices.
- Skilled in the art of sales and closing the deal.
- Skilled and experienced writer, with the ability to create, compose, and edit written materials.
- Skilled in problem analysis and problem-solving.
- Innovative, creative thinker.
- Experienced in team-leadership.
- Ability to persuade and influence others.
- Ability to develop and deliver presentations.
- Adaptable with a high level of stress tolerance.
- Strong interpersonal skills—the ability to effectively communicate verbally and in writing, and to interact positively with persons of all ages and diversities.
- Ability to maintain absolute confidentiality of all company and customer information—essential.
- Strong organizational and planning skills with the ability to manage multiple jobs and meet deadlines.
- Proactive, positive attitude, and a strong sense of collaboration and teamwork.
- High level of maturity, professional judgment and sound decision-making.
- Professional attitude, dress, and demeanor—visibility requires maintaining a professional appearance and providing a positive company image to the public.
- Experienced with computers – MSWord, Excel, PowerPoint, and social media.
- Work requires significant local travel to current and potential clients. This requires the possession of a valid state driver’s license.
- Work requires willingness to work a flexible schedule.

## CONTACT:

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