

System Automation Corporation
Business/Marketing Coordinator Position Description

Reports to: President

Location: Columbia, Maryland

Career track: This position is on a track to become a senior account manager, director of customer experience, or customer success manager.

Position summary: Participates in a wide variety of sales/business/marketing activities to accelerate the achievement of the firm's sales and marketing goals. Acts as a resource to multiple managers including senior sales managers, senior delivery managers, and senior support managers.

Compensation: Base salary commensurate with experience. This role is eligible for the company's commission plan.

Key Responsibilities

Sales

- Makes sales calls to potential new clients as directed
- Follows up on sales activity; responds to all requests and concerns
- Participates in sales discussions
- Presents sales activity using company CRM system and associated sales reports
- Coordinates the effective use and improvement of the firm's CRM toolset
- Participates in sales events to assist in generating additional prospects
- Establishes and strengthens relationships with customers with the goal of increasing recurring revenue from hosting, maintenance, support (Success Management)
- Administers System Integrator (SI) program: coordinates meetings with SIs, gets their staff placed on contracts, provides them with materials they need to sell, and coordinates their training and certification
- Administers Reseller program: coordinates meetings with resellers, provides them with referral RFPs and materials they need to sell, and coordinates their training and certification
- Launches Minimum Viable Products (MVPs) by contacting potential customers; coordinates development of MVPs, and sells and markets new offerings
- Drafts winning cost- and technical proposals for review using existing artifacts

Marketing

- Contributes to providing detailed backup for all pricing and management of the company's product/service catalog
- Manages the execution of the editorial calendar, including writing and reviewing text, and ensuring that contributors submit their artifacts on a regular basis

- Manages the company's social media platforms and executes an overall social media strategy
- Conducts agency research to determine renewal dates for licensing contracts, and populates CRM with this information
- Gathers market information and intelligence for participation in, and contribution to, the company's strategic plan
- Provides, as requested by sales resources, on-demand marketing/sales collateral tailored to the customer's request

Knowledge, Skills and Abilities

- Knowledge of sales principles and practices
- Ability to cold-call prospective clients
- Highly developed interpersonal, organizational and communication skills
- Ability to be a team player
- Experience in making presentations
- Ability to adapt to new situations
- Ability to be resilient and tenacious
- Ability to tolerate high stress
- Ability to be goal driven
- Proficiency in MS Word, Excel, MAPP, PowerPoint, and Visio
- Knowledge and understanding of social media platforms

Qualifications

- BS/BA in business administration, marketing, or related fields of study, or equivalent years of experience
- At least one year of experience in a business or sales environment
- Some travel required; expect 10% - 35% depending on the time of year and activities being performed

About the Company

Located in Columbia, Maryland, System Automation Corp. (SA) is one of the nation's leading providers of regulatory management software and services to government and private-sector organizations. SA exists to automate regulatory compliance and deliver a great customer experience. We believe that empowering our clients to address regulatory challenges is an important part of protecting the general public and making the world a better place.

Our values inspire us to provide a great customer experience:

- Respect
- Accountability
- Integrity
- Honesty
- Empathy
- Responsiveness

To apply for this position, please submit a cover letter and resume to resumes@systemautomation.com