



Director of Sales & Marketing (remote)

Why Join the Leadership Team at Ostrom Mushroom Farms?

You're an accomplished sales and marketing leader. You are energized by the opportunity to develop and execute a sales and marketing strategy that extends a regionally recognized, environmentally friendly brand into exciting new markets. You have experience in the agriculture industry and know how to create opportunities to expand both existing and new products. Representing a new, state-of-the-art mushroom farm, you will lead revenue growth and advance the success established over almost 100 years of mushroom farming in the PNW.

You will be joining an executive team that considers all employees integral to its success and strives to have a culture that is fun, inclusive and respectful. If you are an entrepreneurial leader who is a self-starter and brings energy and knowledge to the table then this is your opportunity. This position can be remote with frequent trips to the farm as needed.

Key Elements of the Position

Reporting to the CEO, this position will lead all sales and marketing efforts to ensure the company's sales goals and profitability are met. This position will work in a collaborative environment with senior management to maximum revenue opportunities and profits while promoting customer satisfaction. Key to this role is having a vision about the overall direction and success of the business and having the ability to execute against a plan.

Responsibilities

- Achieve profit and market share goals in relation to market potential, present standards and industry and economic trends.
- Implement industry specific sales objectives by developing sales action plans through marketing strategies and analyses of trends and results.
- Develop new revenue opportunities through market analysis of consumers, competitors and trends.
- Meet with key clients and assist sales teams with maintaining relationships, facilitating negotiations and closing deals.
- Review and analyze performance against sales budgets to determine effectiveness. Develop and recommend product positioning, packaging, and pricing strategy to maximize long-term market share.
- Create and maintain a high-performance driven team by attracting, motivating, training and retaining key personnel as expansion or need dictates.
- Plan and administer budgets on a yearly basis.
- Meet with business and industry influencers to monitor trends in the produce industry. Attend executive meetings as requested.

Areas of Focus:

Marketing, Education and External Relations

- Set a strategy and support sales and marketing efforts to best promote Ostrom Mushroom Farms through all the relevant social and media channels to the public and customers.

Opportunity Management

- Account for accurate and on-time reporting essential for organization effectiveness.
- Track marketing campaigns, sales initiatives and customer engagement. Create annual report on sales and marketing performance.
- Develop retail, food service and institutional prospects to achieve sales targets.

Product and Market Development

- Support the development of new products that promote Ostrom Mushroom Farms, and maximize profitability.
- Research and develop the rollout of new products for category extensions and maximum visibility.

Team Development

- Supervise, support and develop the Assistant Marketing Manager and inside sales personnel. Embrace continuous improvement strategies for efficiency and effectiveness.

Experience and Qualifications

- Demonstrated experience as a Marketing/Sales Director for at least three to five years in agriculture or food products.
- In-depth knowledge of selling techniques, promotion, marketing, sales training, and budgeting, as well as best practices in fresh produce sales management.
- Ability to develop partnerships with internal and external customers to identify and understand their needs. Ability to respond quickly to changing customer needs and tackle complex business challenges.
- Possess a high level of initiative, integrity and excellent business judgement. Maintains a holistic view of the business when making decisions.
- Dynamic, engaged individual with excellent oral and written communication skills, including presentation skills.
- Bachelor's degree in business administration, sales and marketing or related field. MBA highly desirable.
- Proficient in MS Office Suite particularly Word, Excel and PowerPoint. · Ability to travel regularly to key customers as well as regional and national trade shows.

Company

Ostrom Mushroom Farms has been growing and marketing mushrooms since 1928. Founded in Seattle, WA, the farm expanded to a larger facility in Olympia, WA in 1964. With a growing and dynamic business fueling need for further expansion, the company built a State-of-the-Art mushroom farm in Sunnyside, WA. This strategic move targets future growth into new markets surrounding the PNW region.