

# TRILOGY LACROSSE®

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Job Title: **Sales & Marketing Associate**  
Supervisor: **VP, Sales & Marketing**

Date Posted: 4/11/18

## Job Summary

Trilogy Lacrosse is looking for a dynamic individual with a passion for lacrosse to fill the role of **Sales & Marketing Associate**. This individual will play an integral role in the sales and marketing of all Trilogy Lacrosse events. The 15-month program will provide extensive experience and training in both the sales and marketing functions of a growing business. There is an opportunity to extend employment depending on performance and demonstrated expertise. Key responsibilities will include driving event sales through direct customer outreach and supporting the execution of the marketing plan. The ability to direct or serve as a staff member for events is strongly preferred. This position is based in Jersey City, NJ. Travel and weekend work is required based on event calendar.

## Employment Period:

15 Month Program. Target start date: May/June 2018.

## Duties and Responsibilities

- Close event sales through outreach, specifically phone calls and emails
- Manage sales pipeline through Customer Relationship Management (CRM)
- Maintain CRM through accurate data input and updates
- Create and publish marketing content for social media and website
- Assist in product launches through website preparation and editing
- Manage grassroots marketing appearances on-site
- Serve as a staff member or director for select events
- Conduct market research to support strategic plan
- Conduct data mining and report creation for core sales & marketing functions
- Support customer experience and overall business administration as needed

## Required Qualifications: (Knowledge, Skills, Abilities)

- Ability to sell brand and close event registrations
- Professional and courteous oral and written communication skills
- Commitment to learning and implementing professional processes and systems
- Attention to detail and punctuality in communication and record keeping
- Ability to cooperate and develop strong interpersonal relationships with co-workers, vendors, parents, staff
- Active listening skills, calm demeanor, strong ability to follow-up, passion to see project through to completion
- Ability to succeed in team-oriented and independent project environments
- Time-management skills: ability to prioritize and multi-task jobs associated with position
- Ownership mentality for position-related responsibilities and company as a whole
- Proficiency in Microsoft Word and Microsoft Excel
- Proficiency in social media, specifically Facebook, Twitter, Instagram
- Experience with CRM preferred but not required

## Required Education and Experience:

- Bachelor's Degree
- Lacrosse experience, either as industry professional or former student-athlete

Applications for this position are rolling. This job description does not list all the duties of the job. You may be asked by supervisor to perform other duties as required and necessary. You will be evaluated primarily based upon your performance of the tasks listed in this job description. Management has the right to revise this job description at any time, but you will be informed when that change occurs.

