



**Job Title:** Sales & Marketing Coordinator  
**Company:** Power Electric  
**Department:** Sales  
**Location:** Minneapolis, MN  
**Reports To:** Account Representative Manager

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## SUMMARY OF ROLE

Coordinate tracking and reporting of Power Electric sales KPI's and new business opportunity (NBO) funnel, while leading increased adoption of Salesforce CRM capabilities to streamline sales processes. Drive new sales opportunities by researching targeted Power Electric markets and applications and implementing impactful marketing content improvements. Assume Account Representative responsibilities for a subset of Power Electric's customer base to learn and ultimately improve the internal sales fulfillment processes.

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## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Gain detailed understanding of the company's value proposition, product and service benefits to collaborate with the Power Electric team to define clear marketing goals and manage the deployment of strategic marketing initiatives that drive New Business Opportunities (NBO).
  - Manage and enhance the company's CRM software (Salesforce), including maintenance and reporting of sales activity.
  - Generate weekly, monthly, quarterly, and annual sales reports for Power Electric management team.
  - Coordinate sales campaigns which may include vertical marketing, market segmentation and market analysis.
  - Build and sustain positive relationships with assigned customers. Serve as their primary contact in order to understand and manage their expectations, service needs, forecasts and orders.
  - Coordinate information gathering meetings and interviews between Power Electric's SME (Subject Matter Experts) to facilitate the creation of technical copy and marketing collateral.
  - Manage all incoming leads for prompt follow up and incorporation into CRM.
  - Track and report on lead quantity and quality. Report results against historical data.
  - Implement website updates and changes to maximize web traffic and customer ease of use.
  - Coordinate trade shows and meetings, travel arrangements and travel documentation for Power Electric sales and management teams.
  - Process quotes, sales orders, release shipments and enter forecasts for all assigned customer accounts.
  - Identify areas for process improvements, new tools and training that will positively impact our business.
  - Demonstrate commitment to Power Electric Core Values through daily actions and leadership.
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## ACCOUNTABILITIES AND PERFORMANCE MEASURES

- Support sales department with reporting, market research, quoting, presentations, coordinating sales meetings and shows, handling customer leads, and improving internal sales processes.
- Take the lead for CRM (Salesforce) utilization, training, and capability enhancement.
- Manage overall marketing budget and strategic marketing initiatives.

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- Assume Account Representative duties for subset of key accounts and implement solutions to improve internal business processes.

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## ESSENTIAL EDUCATION, SKILLS AND EXPERIENCE

- Degree preferred in related field or equivalent experience.
- Two (2) plus years of sales coordinator, marketing generalist, or related experience.
- Dependable, cooperative, and flexible.
- Strong interpersonal, and customer service skills.
- Excellent verbal and written communication skills.
- Effective working individually and as part of a team.
- Strong time management, organizational and prioritization skills.
- Perform duties with a sense of urgency.
- Fluent in Microsoft Office applications, CRM software (Salesforce preferred), and Social Media (LinkedIn, YouTube, Twitter, Facebook) channels.
- Must be proactive, solve problems, anticipate needs and have the necessary drive, enthusiasm and focus to achieve results.
- **Experience with B2B technical product sales is highly desirable.**
- **Marketing experience preferred.**

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## SUPERVISORY RESPONSIBILITIES

- No direct reports

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## TRAVEL REQUIREMENTS

- Travel requirement: <10% (domestic + possible international)

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## ADDITIONAL INFORMATION

- Work from company headquarters in Plymouth, MN.
- All prospective employees will undergo a background check.

To apply, email resume and cover letter to [humanresources1@powerelectric.com](mailto:humanresources1@powerelectric.com)