



## JOB DESCRIPTION

<b>Business Development Specialist</b>		
<i>CLASSIFICATION</i>	<i>FLSA STATUS</i>	<i>DEPARTMENT</i>
Temp-to-Hire	NON-EXEMPT	Sales and Marketing

❖ **This is a remote work-from-home position. Applicant must provide computer, phone and quality internet.**

❖ **BE A PART OF OUR CULTURE!**

FAFCO is proud of its values and all of our employees who exemplify those values on a daily basis. We welcome team players that can support the vision.

Our CORE values:

1. Do the right thing
2. Go the extra mile
3. Be bold in the pursuit of innovation

Are you humble, hungry and emotionally smart? If you are, you'll fit right in!

❖ **POSITION OVERVIEW**

Perform a variety of sales and marketing related tasks aimed at growing our solar swimming pool heating and CoolPV business.

**Flexible work hours.** Overtime hours may be necessary and are subject to the needs of the company.

❖ **ESSENTIAL FUNCTIONS**

1. Must have demonstrated experience supporting an outside sales team with lead generation, appointment setting and advanced territory scouting.
2. Must have been responsible for inside sales and customer development.
3. Responsible for supporting trade shows in your local market.
4. Responsible for training and onboarding new dealers.
5. Demonstrated ability to work remotely and perform assignments efficiently and on time.
6. Communicates well via email, phone and in person.
7. Represent FAFCO with a high level of integrity and professionalism.
8. Supports and maintains excellent working relationships with internal and external customers.
9. Adhere to FAFCO policies and support management decisions and goals in a positive, professional manner.

❖ **ADDITIONAL RESPONSIBILITIES**

Perform other duties as assigned.

❖ **INTERACTION AND ENVIRONMENT**

REPORTS TO: Vice President of Sales and Marketing

SUPERVISES: None

❖ **MATERIAL AND EQUIPMENT USED:**

Computer

Internet

Telephone

General Office Supplies

❖ **PHYSICAL ACTIVITIES REQUIRED TO PERFORM ESSENTIAL FUNCTIONS**

**SITTING / STANDING / WALKING:**

Approximately 90% of time is spent at desk. Balance of time (approximately 10%) is spent driving, traveling, working at trade shows, or in the market.

**SPEAKING / HEARING:**

Ability to effectively communicate with co-workers, customers, and outside agencies, by telephone and in person.

**REACHING / HANDLING:**

Ability to input information into computer systems. Ability to retrieve and work with appropriate paperwork, supplies and equipment.

❖ **PROFICIENCIES**

1. Good interpersonal skills with the ability to work effectively with individuals and groups at all organization levels; ability to work independently and as part of a team.
2. Proficient in all the major social media platforms including but not limited to, Facebook, Twitter, LinkedIn.
3. Highly skilled in the use of Salesforce.com.
4. Must be very comfortable with cloud-based organization and presentation tools (i.e. Webex, Dropbox, Skype, GoToMeeting, ClearSlide, etc.).
5. Ability to take initiative and prioritize tasks; good organizational, problem-prevention and problem-solving skills.
6. Good written and oral communication skills; ability to communicate effectively and project a professional image when giving and taking information in writing, in person and over the phone.
7. Advanced word processing and computer skills. Especially Microsoft Office products.
8. Ability to work accurately with close attention to detail.
9. Ability to maintain confidentiality of sensitive information.
10. Willingness to adapt to changing business needs and deadlines.
11. Ability to study and apply new information.
12. Exhibit a professional, business-like appearance and demeanor.
13. Maintain a clean and safe work environment.

❖ **EDUCATION AND EXPERIENCE**

1. Bachelor's or Associates degree required.
2. Five or more years of experience in sales or marketing function is a must.
3. Must have sales (not order taking) experience- either outside or inside sales experience.
4. Must have ability to close interest, appointments, dealer opportunities or sales over the telephone/internet.
5. Must have a high EQ.