

## **Sales and Marketing Coordinator**

A full-time opportunity with Epic Rides Job Location: TUCSON, AZ

Businesses that partner with Epic Rides come in all shapes and sizes, and no one solution works for all. As a Sales and Marketing Coordinator you will use your influencing and relationship-building skills to drive expo sales and other related advertising opportunities that heighten the experiences of participants, attendees, partner brands and host-communities. You will anticipate why marketing opportunities are selected, persistently explore and uncover the business needs of Epic Rides' clients and understand how our range of offerings can grow their business.

By collaborating with the Epic Rides' team, you will apply prospecting and pipeline generation skills to identify new prospects and retain existing partners. By championing an organized, diligent, and thorough approach, you'll facilitate sales opportunities from inception to conclusion, as well as identify new business opportunities for existing Epic Rides partners.

Using your passion for Epic Rides and a "can do attitude", you help spread the magic of our events to organizations from within and outside the bicycle industry to develop win-win opportunities across the greater Epic Rides environment.

### **Responsibilities**

- Drive expo sales through recruiting new and retaining existing endemic and non-endemic vendors.
- Forecast accurately and achieve strategic goals by leading customers through the entire business cycle.
- Lead demand generation and other campaigns from conception, planning, execution and launch to post-launch analysis.
- Identify and pursue business development opportunities.
- Explore and understand customer requirements on both a business and technical level.
- Deliver expo related communications and interface between multiple entities, including Epic Rides staff, brands and host-communities.
- Manage event goodie bag item solicitation and implementation process.
- Identify and promote other opportunities for partners across Epic Rides' event portfolio.

### **Qualifications**

Minimum Qualifications:

- BA/BS degree or equivalent practical experience.
- 2+ years in sales or account management with a track record of exceeding sales quotas.

Preferred Qualifications:

- Strong communication, both written and verbal.
- Effective planning skills combined with a sense of urgency, flexibility and attention to detail.
- Demonstrated success at working with cross-functional teams and building strong relationships internally and externally.
- Ability to troubleshoot potential issues and articulate problems with internal groups.

- Goal-oriented, self-motivated individual who is confident, thorough, and tenacious.
- Analytical, detail-oriented and able to “zoom” in/out from the big picture to the minutiae. Demonstrated organizational and project management capabilities.
- Ability to build influential relationships and deliver results in a cross-functional environment.
- Previous event sales and operations preferred