



POSITION DESCRIPTION

Title: Sales and Marketing Associate

Part-Time/Temp - 20 hours/week for 3 months

Compensation: \$35/hour

Reports to: Senior Director, Bloom

Supervises: None

Date Revised: November 17, 2022

Description

The Sales and Marketing Associate supports an array of sales and marketing processes and activities for Bloom, including market research, sales lead qualification and social media execution.

Duties

Sales

- Conduct market research such as researching municipal specifications and regulations; researching leads; and researching new potential business opportunities
- Qualify existing sales leads by research and phone calls, updating Bloom's CRM system (Hubspot) accordingly
- Track down contact information for qualified sales leads
- Research new leads through market research, conducting data entry in Bloom's CRM.
- Practicing data hygiene in CRM by removing defunct email addresses for moved contacts, removing duplicates, etc.

Marketing

- Support Bloom's social media presence with posts, researching accounts, and potentially developing new campaign ideas
- Research and monitor press relevant to Bloom
- Manage inventory of collateral and other branded items
- Support Bloom presence at special events as needed

Administrative

- Assist with administrative tasks such as collateral or sample mailings as needed
- Helping schedule meetings.

Other

- Develops and implements new policies and processes for the role.

Requirements

This position requires a high school diploma and at least three years of experience in administrative or research-oriented positions.

- Intermediate to advanced Microsoft Office skills (Word, Excel, and PowerPoint)
- Proven research skills
- Familiar with Google Office Suite
- Excellent verbal and written communication
- Able to work independently with minimal supervision
- Quick learner
- Organized and deadline-oriented
- Familiar with CRM systems a plus
- Customer service- and team-oriented attitude; willingness to help with any aspect of the business when required

Location

This position will be hybrid, telecommuting with some time based in Blue Drop's Washington, DC headquarters.

EEO Statement

Blue Drop embraces diversity and equal opportunity in a serious way. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. The more inclusive we are, the better our work will be. We make employment decisions, including hiring, promoting, disciplining and discharging, based on merit, competence, performance and business needs.

How to Apply

Please email bloom@bloomsoil.com. No phone calls please.