



## Job Description

**Date Created:** July 11, 2011

**Last Revision:** N.A.

**Job Title:** 5.11 Product & Sales Coordinator

**Reports to:** President

**Type:** Exempt

**Description:** The 5.11 Product & Sales Coordinator is responsible for the daily functions and tasks that lead to meeting or exceeding the annual goals for sales and profitability of the 5.11 product line for Southeastern Emergency Equipment. This includes product support, product training, local and regional sales presentations, public relations and all efforts to support the sale of the 5.11 product line, including management of the mobile showroom.

### Key responsibilities include but are not limited to:

1. Sales support
  - a. 5.11 communications
    - i. Point person for Southeastern for all 5.11 communications
      1. Disseminate information for marketing, sales and operations
      2. Summarize products updates and additions and notify sales team on a weekly basis.
      3. Conduct weekly telephone meetings with 5.11 customer service and custom shop to identify issues, back-orders and updates – communicate as needed to the field.
      4. Maintain inventory for all sales collateral, sizing sets and sales samples
      5. Order, track and manage wear-tests for all customers
      6. Coordination and distribution of information related to promotions as needed to the field.
    - b. Monitor 5.11 sales performance monthly for the following:
      1. Total sales and total sales by rep
      2. Trend month to month
      3. Top 25 products
      4. Promotion performance
    - c. Schedule monthly meeting with sales staff and management to discuss sales performance and plans to correct as needed.
      - i. Document sales review, meeting notes and course of action to follow.
      - ii. Implement program plan to achieve performance goals.
      - iii. Schedule meetings with marketing, sales and web as needed for program support and performance improvement.

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- d. Annual plan
    - i. Create and monitor annual key event schedule
    - ii. Initiate contact and ensure all key deadlines are met for marketing and operational projects that include:
      - 1. Newsletter and magazine insertions
      - 2. E-blast and electronic marketing programs
      - 3. Website updates
      - 4. Promotions
      - 5. Meetings
      - 6. Tradeshows
    - iii. Produce monthly plan compliance reports
  - e. Annual Budget: In coordination with the Annual Plan, an Annual Budget needs to be prepared and updated quarterly with Plan vs. Actual figures. Included(not limited to) in this budget should be:
    - i. Mobile Showroom:
      - 1. Costs associated with the set-up of the tool
      - 2. Maintenance Cost Associated with the on-going operation of the Mobile Show Room
        - a. Routine Service
        - b. Fuel
        - c. General up keep
    - ii. Cost associated with the promotion of the 5.11 line:
      - 1. Demo equipment
      - 2. Free goods
      - 3. Show goods
    - iii. Tradeshow list and costs
2. Coordination and oversight of 5.11 product field demonstrations. Includes:
- a. Stock, schedule, maintain mobile 5.11 showroom
    - i. All samples are current, clean and properly labeled
    - ii. Mobile showroom trailer & towing vehicle
      - 1. Daily safety check for vehicle and trailer
      - 2. Trailer and towing vehicles are clean inside and out
      - 3. Towing vehicle is fully fueled, all engine fluids verified
      - 4. All communications, computers, GPS and other devices are charged and operational
    - iii. Adequate inventory of 5.11 catalogs and supporting literature
    - iv. Displays are clean, well-stocked and presentable
    - v. Point of Sale or order entry system is properly functioning
    - vi. Route plans are created, posted and distributed monthly
    - vii. Department calls are pre-scheduled for maximum exposure to agency management and staff

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- viii. Mobile showroom staff is outfitted in 5.11 products with the Southeastern logo on all shirts and outerwear.
- b. Marketing & public relations support
  - i. Routes are planned with account managers for most effective use of time and travel
  - ii. Schedules are posted on company website, Twitter feed, You-Tube and Face-book daily.
  - iii. Coordination with marketing on specific promotions tied to the mobile showroom
  - iv. Coordination of mobile showroom with local or regional events, PR events and tradeshow.
  - v. Coordination and scheduling of supporting activities such as BBQ's, lunches or other meals to increase field effectiveness.

#### Minimum Qualifications:

1. A Bachelor's degree in business or related discipline is preferred. A combination of college work and experience may be substituted when the experience is highly concentrated in sales, marketing or marketing communications.
2. Experience in the public safety profession as a firefighter, EMT or Paramedic is **highly desirable**. Current licensure is also highly desired as well as current per-diem or part-time status with a local EMS or fire agency.
3. Minimum of two years sales or marketing or customer support experience.
4. Ability to develop and produce professional written and electronic documents in newsletter, press release and other communication formats as required.
5. Ability to rapidly learn and develop highly focused subject matter expertise in the area of EMS and Fire.
6. Ability to read and interpret product specifications and develop a written narrative to describe as required by grant guidelines.
7. Excellent verbal, written and presentation skills
8. Exceptional ability to rapidly and seamlessly modify presentation content and method of presenting based on the make-up of the audience.
9. Proficient in mathematics as related to sales including the ability to compute gross margin, profits, costs, etc.
10. Proficient in Microsoft Outlook, Excel, Word, Power Point and Access (or equivalent). This includes:
  - a. Ability to properly format most common document styles
  - b. Ability to add graphics, images and charts to documents
  - c. Ability to use common formulas and mathematical functions
  - d. Ability to self-proof and correct all documents created
  - e. Ability to consistently achieve a visually well-balanced document that is professional, coherent, and focused.
  - f. Ability to save and transmit the document in a variety of formats.
  - g. Ability to translate the document to a html version with assistance

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11. Professional appearance suited for the public safety profession and industry.
12. Ability to work independently with a minimum of supervision
13. Ability to travel up to 50% overnight domestically
14. Ability to lift up to 40+ lbs.
15. Ability to stand for extended periods of time (>4 hours)
16. Experience driving and towing large vehicles.
17. Current driver license with any endorsements required by the local regulatory body for towing of a trailer.
18. Driver license must be in good standing and driver must meet insurability requirements.

To apply, please send resume and cover letter **with salary requirements** via e-mail to:

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