
ADMINISTRATIVE ASSISTANT/SALES ASSISTANT**Purpose:**

The Administrative Assistant/Sales Assistant will be an integral part of Everything Ice's Executive and Sales department. This position requires supporting and working closely with the President, and all members of the sales team. You will be tasked with lead generation, qualifying leads, systematically organizing leads and tracking through the CRM software, and distributing leads to the appropriate team members. Lead the company with the marketing, promotion and sale of ice rink accessory items.

Reports to:

President and Vice President of Operations and Sales

Responsibilities:

- 1. Administrative Duties:** Support the President through general administrative duties including but not limited to.
 - A) Answer and Direct Incoming Calls
 - B) Maintain Office Supplies
 - C) Drop Off and Collect Mail
 - D) Assist with Company Approved Purchases
 - E) Maintain Company Calendar
 - F) Schedule Meetings
 - G) Assist with Travel Arrangements

- 2. Sales Support:** Contacting new leads to qualify and distribute to sales executive. Enter and update information in CRM (database).
 - H) Monitor and Generate Leads
 - I) Initial Contact and Information Gathering
 - J) Qualifying
 - K) Database Management
 - L) Proposal Review
 - M) Maintain Department Calendar

- 3. Accessory Sales:** Lead the company with the marketing, promotion and sale of accessory items.
 - A) Maintain and Develop Vendor Relations
 - B) Prepare, Track, and Follow Up on Quotes
 - C) Develop and Maintain Pricing
 - D) Maintain Accessory Samples

- 4. Marketing & Promotion:** Assist with creation of all company marketing material and promotions of the company.
 - A) Catalog, Brochures, Website, Social Media
 - B) Attend Sales Meeting and Presentations
 - C) Attend Tradeshow

Knowledge, Skills & Abilities:

- High school diploma or equivalent required. A Business/Marketing Degree is preferred. Persons without a business degree will be considered provided their education and work experience match the needs of the position.
- Willingness to travel to meetings, job sites, tradeshow, etc.
- Detail oriented with strong organizational skills.
- Ability to multitask in a fast-paced environment.
- Possesses above average communication skills both written and oral.
- Willingness to work in a team first environment.
- Proficient with Microsoft Office along with above average general computer skills.
- Self-motivated and self-directed.

Signatures:

This job description has been approved by all levels of management.

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee: _____

This position description is not intended to be complete or all-inclusive and does not preclude management from assigning other or related functions.



Everything Ice, Inc. is an Equal Opportunity Employer. This company does not and will not discriminate in employment and personnel practices on the basis of race, sex, age, handicap, religion, national origin or any other basis prohibited by applicable law. Hiring, transferring and promotion practices are performed without regard to the above listed items.