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Position Description

Sales and Marketing Representative

Position Details

**Position Title** Sales and Marketing Representative

**Classification** EMRC Remuneration Band – Level 9

**Position Number** A0202A

**Basis of Employment** Full Time

**Team Name** Operations – Sales and Marketing Team

Position Objectives

**Key Objectives of Position**

* To provide advice and assistance to the EMRC’s executive team and waste and resource recovery operations in regard to developing waste supply contracts for the EMRC’s business operations and markets for manufactured products.
* To develop and implement business development and marketing programs for waste supply and sale of manufactured products.
* Work collaboratively with and under the direction of the Coordinator Sales and Marketing as required.

**Measures of Performance**

* The role operates in an environment where the key focus is on sourcing a supply of waste materials for the business and strategic selling activities, while maintaining a customer portfolio. The key outcomes of this role are to:
  + Generate business for the EMRC’s waste operations
  + Generate sales of EMRC’s manufactured products
  + Maintain positive relationships with existing customers
  + Expand the existing customer base thorough cold calling, demonstrating and presenting EMRC products and services, negotiating contracts and packages and marketing of products and services.

Organisational Values

The EMRC’s values describe what we believe in and how we will operate. All employees are expected to consistently demonstrate EMRC values and display the following behaviours:

**Excellence** Striving for excellence through the development of quality and continuous improvement.

**Recognition** Valuing employees in a supportive environment that focuses on their wellbeing.

**Innovation** Focus on innovative approaches in projects and service delivery.

**Responsiveness** Dynamic and flexible service delivery.

**Integrity** Accountability and consistency in all that we do.

Leaders ensure that the organisation’s values are created and sustained by establishing the Council’s strategic direction and providing an environment that encourages all employees to reach their potential in achieving the organisational outcomes.

Key Duties/Responsibilities

Position Responsibilities

**Sales and Marketing Responsibilities**

* Prepare sales and marketing plans for new and existing operations.
* Develop and maintain customer relations.
* Build the customer base for the Red Hill Waste Management Facility and Hazelmere Resource Recovery Park.
* Make cold calls and execute other business development methods, as required, to secure new customers and increase sales.
* Participate in tender and RFQ activities as required.
* Negotiate contracts with new customers and maintain/develop existing contracts.
* Prepare reports for consideration by the Executive Management Team and the Regional Council on new marketing and sales opportunities.
* Liaise with EMRC stakeholders to determine sales and marketing opportunities.
* Participate in industry forums of relevance such as the WA Waste & Recycle Conference, AORA, the Master Builders Association, farming and horticulture groups.
* Develop and implement sales and marketing programmes for the supply of waste materials (eg class II and class IV waste, timber waste and greenwaste) and sale of the EMRC’s manufactured products (eg mulch, soil conditioner, compost wood chip fines and recyclables (plastic, scrap metal etc).
* Assist with the management of audits for AS-4454 compliance for mulch and compost products.
* Monitor tender opportunities through Tenderlink and other sources and develop tender submissions.
* Maintain EMRC’s WALGA Preferred Supplier status and reporting.

Occupational Safety and Health (OS&H) Responsibilities

* Ensure compliance with all statutory requirements.
* Ensure, as far as practicable, workers (including contractors and volunteers), service providers, customers and visitors are not exposed to hazards and that they are informed about their rights, roles and responsibilities regarding health and safety at work.
* Ensure that recommendations to improve safety and health management are acted upon.
* Ensure that all appointed contractors meet the City’s OSH criteria prior to, and during, contractual engagement and undertaking work for the City.
* Conduct safety related toolbox and team meetings at regular and agreed intervals.
* Ensure that workers (including contractors and volunteers), elected Safety and Health Representatives and relevant stakeholders are consulted regarding changes to procedures, premises, plant and equipment which may impact on safety and health.
* Ensure that workers (including contractors and volunteers) and other authorised persons do not commence any task without first reading the appropriate safe work procedures.
* Ensure planned workplace inspections are undertaken and documents in accordance with established inspection programme and legislative requirements.
* Ensure all tasks are risk assessed and appropriate controls according to the Hierarchy of the Controls implemented.
* Ensure that workers (including contractors and volunteers) are competent to undertake tasks allocated to them.

Organisational Responsibilities

* Respond to organisational initiatives and assist in the development of the EMRC as directed.
* Represent the EMRC in a responsible and professional manner at all times.
* Comply with the policies and procedures of the organisation at all times.
* Ensure all duties are performed in compliance with the procedures documented in the Business Management System (BMS) or other more current internal guideline documents.
* Properly organise and manage working time to ensure efficient productivity.
* Perform other duties as directed that fall within the scope of the position or the incumbent’s knowledge and skills base.

Position Requirements

Competencies

* Strong understanding of contemporary marketing and communication concepts and strategies.
* Sound understanding of sales and marketing research principles and analysis techniques.
* Ability to coordinate marketing and sales related projects.
* Ability to identify and apply innovative approaches and ideas.
* Well-developed interpersonal and communication skills.
* Ability to liaise with a diverse range of internal and external stakeholders in a professional, efficient and courteous manner.
* Well-developed analytical and conceptual abilities.
* Effective negotiating, influencing and problem solving skills.
* Effective time management and organisational skills with the ability to meet deadlines and prioritise complex and demanding workloads.
* Proficiency in MS Office products including Word, Excel, PowerPoint, Outlook and internet Explorer.
* Proficiency in database management.
* Self-motivated, results orientated and the ability to initiate actions to achieve organisational objectives.
* Ability to work effectively within in a busy team environment and also to work with minimal supervision.

Experience

* Experience with developing and implementing successful sales and marketing programmes.
* Proven ability to develop new business.
* Strong relationship building and presentation skills.

Qualifications

* Current and valid WA “C” class driver’s license (or equivalent).

Organisational Relationships

**Responsible to** A0080A – Coordinator Sales and Marketing

**Supervision of** Contractors/suppliers

Consultants engaged to assist in testing, trialing, developing and marketing.

**Internal and External Liaison Internal** All EMRC Management and Employees

**External** Commercial customers

Member Council employees

Local government authorities

State Government departments and instrumentalities

Federal Government departments

Private sector businesses

Contractors and consultants

Extent of Authority

* This position operates under the limited supervision of the Chief Operating Officer, within established guidelines, procedures and policies of Council.

Selection Criteria

**Essential**

* Significant experience in a marketing/sales role or related position.
* Sound understanding of, and experience with market research principles and as well as sales and marketing analysis and techniques.
* Proven ability to coordinate marketing and secure sales.
* Proficiency with Microsoft Office products and database management.
* Well developed interpersonal and communication skills with the ability to communicate effectively with a diverse range of stakeholders.
* Demonstrated ability to work in a busy team environment with minimum supervision, establish priorities, and manage competing projects.
* Current and valid WA ‘C’ class Driver’s License (or equivalent).

**Desirable**

* Previous exposure to waste management and resource recovery issues.
* Sound understanding of financial analysis and budget setting processes.

Incumbent Undertaking

I acknowledge that I have read, understood, and accept the requirements of the role as described in this position description. I understand that this position description may be amended from time to time to reflect changes to the position.

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| --- | --- | --- |
| Name of Employee |  |  |
| Signature of Employee |  |  |
| Date |  |  |

**Date Last Reviewed** August 2022

**Reviewed** Chief Operating Officer

**Updated** Senior Human Resources Advisor

**Approved** Manager Human Resources