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# Example of Director, Sales Marketing Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of director, sales marketing. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for director, sales marketing

* Cold call as appropriate within assigned target accounts, markets, and geographic area to ensure a robust pipeline of opportunities
* Research and build relationships with new clients via planned approaches
* Work with team to develop proposals that speaks to the customer’s needs, concerns, and objectives
* Serve as the liaison between internal company departments and new/existing customers (such as transportation, industrial development, engineering, real estate, commercial support, billing)
* Initiate proposals, renewals, and negotiate rates and contracts with customers and connecting rail carriers that meet revenue and contribution objectives
* Oversight of customer shipment patterns
* Establish and maintain good working relationships with Customer Service, Commercial Support, and Transportation teams as a means of accomplishing goals and representing the Region
* Set strategic direction for the organization
* Oversee and supervise staff
* Research and provide accurate and timely responses to tender announcements

## Qualifications for director, sales marketing

* 5+ years in high growth environment
* Must be equally effective in navigating and impacting change in large complex organizations in fast paced entrepreneurial environments
* Effective influencing and leadership skills
* Ideally with a university degree or diploma in Marketing or Hospitality/Tourism management
* Minimum 2 years work experience as Director of Sales, Marketing, or Director of Events in larger operation
* Fluent Chinese communication in speaking and writing