



## Marketing Specialist

### Job Description and Required Qualifications and Experience

#### *Company Background/Description*

Waypoint Technology Group, LLC (Waypoint) is a growing firm dedicated to providing our customers with the latest available GNSS and Optical/Robotic Surveying and Mapping/GIS technology through product sales, rentals, training, technical support and related consulting services. Our company is primarily engaged as a regional distributor for Trimble, Inc., a worldwide leader in the Geospatial industry, and our principal sales territory with Trimble encompasses all of New York, New Jersey and New England. We have successfully operated as an authorized Trimble reseller for more than 25 years and are one of only 13 Trimble distributors currently based in the United States.

Waypoint is currently seeking a qualified professional to work with us as a Marketing Specialist, a key position which is intended to help fuel the significant growth of our business over the next 2-3 years and beyond. In this position, the selected candidate will have the opportunity to participate in a wide range of Waypoint business activities related to our Trimble Survey and MGIS product sales, equipment rental, training, and other services we offer based on Trimble GNSS, Optical/Robotic Total Stations, 3D Laser Scanners and related surveying technologies.

#### *Job Description and Responsibilities*

As a Marketing Specialist, the job duties and responsibilities will include the following:

- Preparing an annual marketing plan/budget and regular review and monitoring of all marketing activities implemented throughout the year;
- Creating a strategic messaging system that serves to promote the company's business reputation and brand value through a variety of methods and approaches;
- Regular collaboration with the sales team as required to develop effective marketing campaigns for specific products and services;
- Planning and coordination of activities and expenditures related to Waypoint's participation at trades shows, conferences, and other promotional events;
- Managing Waypoint's library of images and graphics routinely needed in support of promotional activities, regular communication with our customers and other presentations that involve the expression of our company brand and products/services that we offer;
- General oversight and maintenance of our company website and customer interactions managed through this portal;
- Assisting with the initial procurement and ongoing utilization of a Customer Relationship Management (CRM) system for the purpose of managing existing customer accounts and pursuing new prospective opportunities;



- Setup and implementation of social media tools that can enhance our relationships and communication with existing customers and new prospects;
- Maintaining Waypoint's vendor status with a variety of public agencies and other organizations that routinely solicit products through formal bidding or RFQ arrangements and expanding this list of prospective customers within our sales territory of New York, New Jersey and New England;
- Developing initial relationships with new targeted sales prospects identified in our annual marketing plan and as additionally identified throughout the year.

### *Qualifications and Experience*

The ideal candidate for this position will be a self-motivated professional with a broad range of marketing or communications experience. Prior experience working in the professional/commercial sales business is preferred. A bachelor's degree and minimum of 3-5 years of experience in a related position is required. Relevant experience in the Geospatial industry and existing knowledge of surveying and mapping products is preferred but not explicitly required. What we are most interested in is an individual with strong communication and organizational skills, who collaborates well with others, and who has the ability to work with professionals representing a wide range of market segments including both the public and private sectors.

### *Salary and Benefits*

The starting salary for this position would be in the range of \$65,000 - \$75,000 per year, base salary, with opportunities to earn additional income during the year based on performance. In addition, the following employee benefits would be offered:

- 15 paid vacation days in the first year of employment, increasing to 20 days per year after 5 years of employment;
- 5 paid sick days per year;
- Health-insurance coverage provided through the local Chamber of Commerce where the company pays 70 percent of the cost of individual or family plan premiums;
- Participation in our Professional Development program where the company would pay for the cost of "essential" training and potentially share in the cost of other "discretionary" training and education that is mutually beneficial.
- Eligibility to participate in a company-sponsored retirement plan within two years of employment or sooner; and,
- Eligibility to participate in a periodic incentive bonus program, whereby you could receive discretionary bonus payments based on personal performance and company profitability.

After six months of employment with us, an evaluation would be performed at which time we would reassess salary level and benefits and make any adjustments that might be appropriate at that time based on progress and performance.