

Inside Sales & Marketing Administrator

Advantage Fitness Products (AFP), a national fitness equipment supply and facility design firm, seeks a dedicated Inside Sales / Marketing Administrator with strong written and verbal communication skills to support our sales force. In addition to excellent time management, attention to detail, and communication skills this position requires the ability to multi-task and independently prioritize your workload while adhering to company guidelines.

The administrator will be responsible for the facilitation and preparation of client inquiries (leads), administration of the company's CRM system, digital presentation organization, as well as the general coordination of marketing and communications materials. The Inside Sales Administrator plays a key role by working with operations, finance, and the national sales team in a fast-paced environment.

Responsibilities will include but are not limited to:

- Communicate with clients interested in our products and services and funnel into the company CRM system.
- Communicates with vendors to insure we have the most up to date product information and collateral material.
- Coordinate general support and execution necessary to assist the sales organization with client related needs.
- Technical writing capabilities including editing of letters, proposals, press releases, direct mail and marketing collateral.
- Database preparation & client contact management analysis for business review and sales goal achievement.
- Update social media and client outreach sites & liaison with company's PR firm.
- Conducts client, competitor and market research as required in support of client and/or opportunity strategy development.
- Works with supervisor and other department leads to improve processes, identify/correct problems and document revisions to procedures

Requirements:

The ideal candidate for this position will meet the following requirements:

- Bachelor's Degree in Marketing or Business related discipline
- 3+ years marketing related experience
- 3+ year's experience in MS Office Suite
- The Inside Sales / Marketing Administrator should have above average verbal/written communications skills, as well as organizational skills and the ability to work in a fast-paced environment.

For more information, please send your inquiry to: careers@afproducts.com