

Sales and Marketing AE

About Us:

Benjamin Walk is a family-owned business in continuous operation since 1896. We are a leading distributor of women's special occasion footwear to nearly 1,000 independent and online retailers throughout the US. Our products are a small, but important part of the most special occasions in the lives of our customers and we proudly serve them each day.

The Role:

Benjamin Walk is expanding our inside sales team to meet our projection for sustained growth given the strong demand for our products. We are looking for a competitive and savvy Sales and Marketing AE to grow sales with existing customers and identify new sales opportunities. Primarily the sales duties will focus in B2B, but will also include B2C sales through Etsy and other ecommerce platforms. In addition to having a strong sales background, the ideal candidate will have an array of marketing skills necessary to support sales including email marketing, content creation, social media management and branding. While a fashion background would be fantastic, we are most interested in finding a person that brings a positive energy and determination for success to this role.

The Sales and Marketing AE role is a full-time position and reports to the Director of Sales. The salary range is \$45-52K plus commissions for strong OTE. Benjamin Walk offers a competitive benefits package including health, dental and 401k.

If you are sales and marketing star looking for a role with tons of growth potential we would love to speak with you!

Job Duties:

- Actively seek out new sales opportunities through cold calling, email marketing campaigns, networking, and social media
- Account management for existing customers in key geographic territories
- Manage direct to consumer sales on Etsy and company ecommerce websites
- Create marketing content including images, video, blogs for use on ecommerce platforms and social media
- Conduct market research to identify selling possibilities and evaluate customer needs

Marketing Coordinator Skills and Qualifications:

- 5+ years sales and marketing experience preferred
- Strong writing and communication skills
- Bachelors Degree preferred

Submit your resume via email to sales@benjamin-walk.com