



4205 Lancaster Ln, Ste 109, Plymouth, MN 55441 612-333-5577 [www.Executive-Exteriors.com](http://www.Executive-Exteriors.com)

**JOB DESCRIPTION**  
**MARKETING MANAGER**

**Responsibilities**

- **Knocks door-to-door to prospect homeowners for in home estimate**
- **Recruits, hires, trains, and manages a team of 10 full time canvassers**
- **Recruits, hires, trains, and manages a team of 5 full time telemarketers**
- **Plans and manages all home, trade, and career fair and show events**
- **Train Canvassers on Script, Objections, Goal Setting, and the Learning Curve**
- **Prospects neighborhoods and maps out territory, prints maps**
- **Generates lists from Cole Directory for Telemarketers**
- **Hangs signs and doorhangers in areas we are canvassing/calling**
- **Sends out Direct Mail to neighborhoods we are canvassing/calling**
- **Sends out Hail Mail to neighborhoods after a storm hits**
- **Takes incoming leads and schedules appointments**
- **Confirms all appointments the day before the estimate and sends out reminders**
- **Enters information into System every night for all leads from that shift**
- **Manages the entire marketing department's work schedule**
- **Performs set up calls for leads to schedule appointments or to confirm appts**
- **Works a minimum of 40 hours per week**
- **Records prospect information neatly and accurately**
- **Collects all I9, W4, and W9 forms for new employees and enters into Trackvia**

**Requirements/Skills**

- **Must have valid drivers license and access to reliable transportation**
- **Must be an experienced canvasser and/or telemarketer**
- **Must be a strong communicator**
- **Must be positive, outgoing, and have strong leadership abilities**
- **Must be goal oriented and self motivated**
- **Must have experience recruiting, interviewing, and training employees**
- **Must have canvassing experience**