



# BEETLEBUNG TREE CARE, LLC.

22 COURNOYER RD., PO BOX 188  
WEST TISBURY, MA 02575

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## Sales and Marketing Assistant

9/30/2020

**Direct Supervisor:** Owner/ Sales Manager

**Also Assists:** Operations Manager/ Sales Representative  
A/R Administrator  
A/P, Payroll & Benefits Administrator  
Production Manager

**Position Type:** Full-time, Year-round

### Position Summary/Objective:

The Sales and Marketing Assistant (SA) is a key member of the Sales Team, helping the Team meet its goals efficiently, professionally, and profitably. The SA oversees the company's print and social media marketing including Website, Facebook, Instagram, Google, and print ads in local publications. As a member of the Beetlebung Tree Care (BBTC) management team, the SA helps achieve our common goals of profitability, professionalism and high-quality service with a positive, team-oriented attitude.

### Essential Responsibilities:

The SA is responsible for handling initial inquiries of potential customers by answering questions about BBTC services, scheduling estimating visits for Sales Team members, and facilitating the process of turning an inquiry into a sale and returning customer. S/he communicates with potential and new customers throughout the estimating and job contracting process. S/he helps the Sales Team produce accurate, professional estimates/proposals and converts approved proposals to active jobs via the Landscape Maintenance Network software (LMN). S/he helps with customer retention by processing and overseeing annual renewal contracts. S/he maintains a positive, effective market presence for the company.

### Job Duties:

- Receive, track, and monitor all new sales inquiries (phone, walk-ins, website).
- Book sales appointments for members of the Sales Team.
- Assist Sales Team with creating, proofreading, and distributing estimates.
- Monitor estimate approvals and change requests, communicating with Customers and Sales Team members, and convert Estimates to Jobs using LMN.
- Produce Job Planners for Sales Team on an on-going basis.
- Prepare and distribute annual sales renewal proposals and monitor approval responses.
- Prepare monthly Sales Planner using template provided.
- Help Sales Team and A/R Administrator create and maintain accurate Customer information and data for use in company software, spreadsheets, correspondence, and communications.
- Monitor and maintain BBTC website, Facebook and Instagram accounts, and other social media as needed for accuracy, relevance, effectiveness, etc. Professional assistance from outside consultants may be utilized for these tasks as needed.
- Oversee print media and advertising by renewing current ads, researching and recommending new opportunities, and keeping print advertising current and effective. Professional assistance from outside consultants may be utilized for these tasks as needed.
- Assist the management team (Sales, Business, Operations and Production) with clerical and/or other tasks as may be required/requested from time to time.



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## **Expected Results:**

- Positive working relationships are created and maintained with Customers.
- Customer inquiries are responded to in a timely manner.
- Customer questions and concerns are addressed in a timely and accurate manner.
- Positive working relationships are created and maintained with Sales Team members and members of the Production, Operations, and Business Teams.
- The sales process - from initial contact, to site visit, to estimate, to contract acceptance, to job scheduling - is followed with accuracy, follow-up, and efficiency.
- The marketing presence of BBTC is kept positive and at a high standard via quality photographs, ad text, emails, branding, signs, etc. as well as timely submissions and renewals.
- Accurate reports and records are maintained for the Sales Team and, as needed, the Business Office.
- Professional appearance and conduct are maintained while representing BBTC.

## **Competencies/Knowledge/Skills:**

- Outstanding customer service skills.
- Ability to communicate in writing and in person with clients, vendors and coworkers professionally, accurately, and diplomatically.
- Excellent organizational skills and follow through.
- Detail-orientation for maintaining accurate data and helping proofread Sales Team communications and documents.
- Good office and computer skills with the ability to quickly learn and utilize new systems and software.
- Knowledge of current technologies and social media applications to oversee BBTC marketing campaign and public presence, whether solely or with assistance from outside consultants.
- Proven ability to work well on a team including willingness and ability to do what is needed for the team and company to succeed.
- Professional appearance and manner.

## **Education, Experience and License Requirements:**

- A minimum of 3 years of experience in a professional administrative position.
- Excellent English language skills, verbal and written.
- Familiarity with office equipment and computer software such as desktop computers, copiers, printers, and word processing, spreadsheet, and web-based programs.
- Experience and skills with photography, fluency using graphics programs desirable.
- Experience, knowledge and skills in marketing and sales desirable.

## **Working Conditions/ Physical Requirements:**

- Ability to work inside and at a computer for the majority of the workday.



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### **Hours/Seasonal Availability Requirements:**

- Year-round, 35 - 45 hours/week as needed to accomplish job tasks.
- Monday through Friday with hours in between 7:00 AM and 5:00 PM - regular schedule to be determined.

### **Compensation:**

- Compensation will be hourly, based on skills and experience. The position is non-exempt (eligible for overtime hours), paid weekly for work done the previous week.
- Eligible for benefits such as group health insurance, dental insurance, paid holidays, vacation and 401k retirement plan after 30 days employment in good standing. Details will be provided prior to benefits eligibility date.

**PLEASE NOTE:** *This job description indicates in general terms, the type and level of work to be performed as well as the typical responsibilities of the employee in this position. The duties described are not to be interpreted as being all-inclusive to any specific employee. Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Nothing in this position description changes the at-will employment relationship existing between Beetlebung Tree Care and its employees.*

***We work to make Beetlebung Tree Care successful and profitable together so we can share the success and profit we earn TOGETHER!***

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