



## **SERRV International Job Posting Sales Coordinator**

SERRV International is hiring a **Sales Coordinator** in **Madison, Wisconsin**.

This is a unique opportunity for an energetic sales professional to be part of a dynamic organization and mission. SERRV International is a nonprofit dedicated to reducing poverty by selling handcrafts and foods made by skilled artisans and farmers around the world.

Reporting to the Director of Sales, our Sales Coordinator will help create customer-facing messages in both our consumer and wholesale channels, in addition to prospecting for new customers through printed and digital media, and monitoring the effectiveness of SERRV's promotional offers.

The ideal candidate will be a high-energy individual with an entrepreneurial spirit, a hands-on approach to building business opportunities, and a passion for growing our fair trade mission and impact.

### **RESPONSIBILITIES:**

Manage our email calendar and recommend content and promotions. Set up emails in our platform and ensure they're sent with full accuracy in regards to lists and links. Identify ways to grow our email lists and increase our response rates.

Utilize sales data to monitor, manage and develop new sales campaigns. Prepare and submit regular sales reports and updates, helping to analyze customer satisfaction and KPIs.

Help develop promotional and marketing materials, creating compelling content to drive customer engagement and sales.

Guide our digital marketing campaigns including working with external consultants to keep projects on schedule and analyze results. Work with internal staff on content.

Support the maintenance and growth of SERRV's wholesale channel. Work with our Sales Director to create sales goals, forecasts and performance indicators.

Seek out new wholesale customers to sell our products, maintaining and growing a pipeline of prospects and regularly converting new customers through outreach initiatives. This will likely include taking a key role in setting up SERRV accounts on 3<sup>rd</sup> party reseller sites.

SERRV International, Inc.

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Work closely with the sales department to monitor competitive activity, identify opportunities to increase sales of our products in all channels, and ensure department goals are achieved.

Work cooperatively with other internal departments to assist customers or complete project work.

Attend trade shows and sales events as needed to meet sales goals and build awareness of SERRV.

Respond to any customer inquiries with courtesy, accuracy and professionalism.

## **REQUIREMENTS**

2+ years sales experience in a customer-facing role, with account management responsibilities.

Results driven, with a strong desire to achieve sales objectives and turn prospects into customers.

Proven ability to build relationships and put the customer at the forefront of strategies and plans. Ability to assess customer needs and present solutions in a professional, persuasive way

Experience in writing for marketing and point-of-sale materials, with an ability to influence customer decisions through story-telling.

Comfort with leading a team or project; ability to motivate colleagues and teams to work towards shared sales targets and strategies.

Strong aptitude for decision-making and problem-solving based on data, analysis and intuition.

Proven track record setting, meeting and exceeding sales goals, and providing an exceptional customer experience.

Experience and success with lead generation, cold calling and cultivating customer relationships.

Well-organized, able to multi-task and manage time effectively.

Working knowledge of Microsoft Office, including Word, Excel and PowerPoint, and a general understanding of POS systems.

Ability to travel domestically 2-4 times per year, as needed.

Post-secondary degree in business administration or retail management a plus.

Ability to carry out responsibilities in a fair and ethical manner, in keeping with our mission and values.

### **TO APPLY**

SERRV's compensation package includes generous healthcare, dental and retirement programs, vacation and sick leave, employee product discounts and a casual work environment.

TO APPLY: Email a letter of application, salary expectation, and your resume to [apply@serrv.org](mailto:apply@serrv.org). No phone calls, please.