



Mission: To help our customers have more fun on the water playing with their boats.

## Sales Support

Reports to: Vice President - Sales

Location: Harbor Springs and Charlevoix, Michigan

Purpose: To provide administrative support to the Sales Department and Ship Store.

## Administrative Responsibilities

- Answer and route phone calls and emails professionally and accurately
- Use Excel to manage lists to include brokerage listings, customer files, and inventory lists
- Generate and distribute reports and listing agreements
- Manage manufacturer rebates and incentive programs
- Register manufacturer warranty information
- Update and maintain customer database

## Sales and Store Support Responsibilities

- Greet and help customers entering the store and sales area
- Lead management for walk-in traffic and Internet leads
- Maintain and continuously improve customer follow-up
- Update and maintain brokerage boards
- Show boats and photograph boats for listings
- Assist with customer communication and concerns, paperwork, and sales procedures
- Act as back-up to store staff to include register operation, stocking, flag tasks, coffee, and customer service
- Maintain showroom and build boats for showroom display
- Assist with selling seasonal dockage
- Assist with transient dockage during the shoulder seasons of spring and fall

## Event Planning and Marketing Responsibilities

- Use prospecting tools to increase customer base
- Help oversee social media accounts and develop strategies to improve positive exposure
- Update, maintain, and print all forms of advertising
- Arrange special projects and events from inception through completion, including managing to a budget and assessing the effectiveness of the event.
- Maximize exposure of events via social media, advertising, and other methods
- Update website

## Other Duties as Assigned



Mission: To help our customers have more fun on the water playing with their boats.

#### Qualifications and Requirements

- Have a love for the marine industry and boating
- Demonstrated ability to communicate and interact positively with people
- Outgoing, detail-oriented, proactive, and self-motivated
- Willingness to learn and be an active team member
- Proficiency in Word and Excel applications, experience with In-Design and/or Publisher preferred
- Ability to climb ladders and stairs, to lift up to 40 pounds occasionally, and to get on/off boats of varying sizes
- Ability and willingness to work six days a week during the high season and sometimes Sundays for special events

This job description is a guide for expected job duties and responsibilities and is not intended to limit individual initiative or contribution. All employees of Irish Boat Shop are expected to be contributing members of the team and to assist in any area where there is need. The Company reserves the right to make changes to this document at any time.

Employee \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_