Sales Manager Job Description

Job Title: Sales Manager

FLSA Status: Full-time, Exempt
Reports to: Operations Director, The Farm at Kelly Miller
Supervisory Duties: None
Work Location: Washington, DC
Tentative Start Date: January 31, 2021

COMPANY DESCRIPTION

Dreaming Out Loud’s (DOL) mission is to create economic opportunities for the DC metro region’s marginalized community members through building a healthy, equitable food system. Dreaming Out Loud is rebuilding urban, community-based food systems through social enterprise, helping to increase access to healthy food and improve community health, develop low-income entrepreneurs and cooperatives, and train at-risk adult residents for sustainable, family-supporting wages.

DOL achieves its mission by operating a vertically integrated wholesale distribution hub and a suite of creative mission-focused retail concepts which include farmers markets and produce subscription clubs. Our social enterprise is gaining momentum and notoriety as a wholesale distributor and food retailer in the DMV. DOL operates as a “matchmaker” between food businesses and local farmers, often helping out customers meet multiple economic and social bottom lines. We target mission-driven organizations like schools, local grocery stores, caterers, health facilities and a growing network of local sourcing businesses with a passion for farm fresh local produce and products and a desire to support DC’s marginalized communities. Our model is constantly evolving and will continue to do so as our capacity increases.

Position Description

Dreaming Out Loud is looking for a dedicated Sales Manager to define our sales strategy and coordinate outreach. This is a new position which will be responsible for establishing our practices around goal setting, strategy and monitoring of progress. The Sales Manager will ensure DOL’s sales goals are data-informed, ambitious and outcomes-driven. The Sales Manager will perform sales, management, and administrative tasks which touch all sectors of DOL. The expectation is that the Sales Manager is one set of eyes and ears in the field, engaging regularly with our customer segments, enthusiastically promoting our products and services and notifying the DOL team of how our offerings are received.

To be successful as a Sales Manager, the successful candidate should have a demonstrated
record of success in sales, strong leadership and collaboration skills, and the ability to make mid-range and long-range plans and see them through.

Main Responsibilities

- Works closely with the Operations Director and the rest of the DOL team to develop and execute our sales strategy
- Gains a deep understanding of all DOL products and services and any modifications made over time. Keeps outreach materials up to date.
- Establishes, develops and fosters quality relationships with potential customers in Maryland, DC and Northern VA
- Takes responsibility for each customer segment, including Public Schools, Hospitals, Universities, Private Schools, Restaurants and/or Retailers
- Networks with current customers, trade groups, and institutional partners to identify new potential customers; schedules appointments and follows up with potential customers
- Educates and advises potential customers on the benefits of incorporating food from local sustainable farms as part of a food service operation
- Ensures proactive approach to maintain positive customer relations through ongoing communication, defining needs/expectations and working collaboratively with Common Market staff to find solutions to customers’ needs
- Coordinates with DOL procurement, operations, trucking, finance, IT and communications staff to resolve customer problems and ensure high quality customer experience
- Identifies and deploys technology to support sales, contact management and lead generation
- Collects data about customer preferences and reports trends regularly
- Regularly evaluates and makes suggestions about how to improve/adapt to ensure a better customer experience
- Works with DOL leadership to assess workload, forecast labor needs, recruits and trains sales and customer service staff
- Works with Market Managers to train customer service staff.
- Supports merchandising and communications to ensure that our presentation and messaging are of a high standard
- Conducts industry-specific research and stakeholder engagement to develop and implement sales strategy

Sales Lead Requirements:

- At least 1 year relevant sales experience with the ability to demonstrate positive outcomes.
- Excellent communication, interpersonal, and customer service skills.
- Strong leadership abilities.
- Good time management, strategic planning, and organizational skills.
- Driver’s license and clean driving record.

Preferred

- Associates degree in Marketing, Sales, or a related field may be advantageous.
• Food industry or agriculture experience

COMPENSATION: The annual salary range is $55,000 to $70,000 based on experience and qualifications. Benefits included (health insurance, monthly cell phone allowance, monthly travel/commuting allowance).

WANT TO APPLY? Send your resume and cover letter with the subject line: “Sales Manager” to opportunity@dreamingoutloud.org. Applications will be reviewed on a rolling basis and the job will remain posted until filled. Please send an email to the above address if you have job application accommodation requests or questions. You may also mail your response to Christopher Bradshaw, Executive Director, at:

Dreaming Out Loud, Inc.
80 M Street, SE
℅ WeWork
Washington, DC 20003

DOL provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, gender, gender identity, sexual orientation, national origin, age, disability or genetics. In addition to federal law requirements, DOL complies with applicable state and local laws governing nondiscrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, and transfer, leaves of absence, compensation and training.