



July 22, 2017

Director of Sales and Marketing

Organization Description:

Mazworx Manufacturing is a local business based in Sanford, FL. Mazworx has been on the cutting edge of performance, product research and development, and fabrication. We have dedicated our expertise over the years from racing and product development to create the best performance parts on the market. Although we are known for Nissan SR20 power plants, our performance product knowledge does not end there. Our capabilities are broad from building full chassis race cars, CNC machine product development, full engine machining and building capabilities, and custom fabrication product development.

Position Summary:

The director of sales and marketing position is responsible for planning and implementing sales, marketing and product development programs, both short and long range, targeted toward existing and new markets by performing the following duties personally or through subordinates.

Duties:

- Develops and implements strategic marketing plans and sales plans and forecasts to achieve Mazworx objectives for products and services.
- Develops and manages sales/marketing operating budgets and quotas.
- Plans and oversees advertising and promotion activities including print, online, electronic media and social media.
- Develops and recommends product positioning, packaging, and pricing strategy to produce the highest possible long-term market share.
- Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
- Establishes and maintains relationships with industry influencers and key strategic partners.
- Directs sales forecasting activities and sets performance goals accordingly.
- Represents Mazworx at trade shows and racing events to promote products and services.

Education and experience:

- Bachelor's degree in sales, marketing or business administration or equivalent number of years of experience.
- At least five (5) years of experience in Performance Motorsports industry.

Salary and Benefits:

- \$60k+, based on experience
- Health insurance
- Paid vacation and sick days

Questions and Resumes: Email mark@mazworx.com