



## Position Description: VP of Sales and Marketing

### POSITION PURPOSE

Reporting to the President, the VP of Sales and Marketing is responsible for developing and managing the strategic sales and marketing department to achieve company sales goals, increase client retention and improve customer satisfaction.

### CRITICAL SUCCESS FACTORS

The VP of Sales and Marketing will work closely with the leadership team and their team members to produce winning results. This role requires someone who is gifted both with strategic and process-oriented mindsets.

As the corporate storyteller, this position requires a combination of strategic marketing and sales experience with tactical program implementation skills. It's a "client first" perspective where being empathetic to the pain of our clients is the difference maker in developing effective sales and marketing strategies. Additionally, this person willingly embraces change and adapts strategies dynamically with continuous improvement.

### SKILLS AND EXPERIENCE

- 10+ years proven experience leading, motivating and inspiring teams to achieve their B2B sales and marketing-specific goals.
- The ideal person will have in-depth healthcare industry experience and a true passion for doing the right thing and making a positive difference in the behavioral health and well being of others.
- Ability to sustain a deep understanding of customers, the client user journey, marketing and sales processes, solution positioning, and industry knowledge.
- Data-driven individual who can translate data into competitive business intelligence to make informed tactical decisions.
- Strong project and process management skills.
- Comfortable working with various business software and integration of technologies and systems. These include marketing automation and client relationship management (HubSpot) as well as business development tools.
- Experience with Entrepreneurial Operation System (EOS) is a plus.

### DUTIES AND RESPONSIBILITIES

- Develop and execute new business growth strategies.
- Responsible for creating and managing the departmental plans as part of the company's annual goals.
- Manage the sales, account management, marketing and sales operations teams to ensure they meet their objectives.
- Uses data analytics to audit, analyze and define market initiatives and success.

## **ABOUT US**

We help organizations, teams and individuals to be their best.

VITAL WorkLife, Inc. is a national behavioral health consulting practice supporting all dimensions of well being in the workplace. For over 35 years, our proven solutions have helped to reduce workplace conflict, facilitate culture change, strengthen interpersonal communication and build well being.

## **LOCATION**

This full-time position is based in our office in St Louis Park, Minnesota. Periodic travel is required to see clients, prospects, business partners and attend industry conferences.

## **COMPENSATION**

This position is an opportunity for a professional to assume a pivotal role in the evolution of a nimble, entrepreneurial and highly-respected organization. We are seeking an individual of outstanding quality with a respected track record. VITAL WorkLife is prepared to offer a competitive base salary based on our company's size with options for annual bonuses as well as health, 401K match and generous PTO benefits for this full-time exempt position.

## **HOW TO APPLY**

Interested applicants should send resume and salary requirements to [Employment@VITALWorkLife.com](mailto:Employment@VITALWorkLife.com). No phone calls, please.