



Broadata Communications, Inc. (BCI), is a subsidiary of Intellisense Systems, Inc., is a privately held California-based corporation. BCI, is an innovative company specializing in the development of market-driven products for the transmission of digital multimedia (video, audio, and data) over fiber. Many of BCI's clients are market leaders in their industry, which span a wide variety of industry segments including: medical, entertainment, broadcast, professional audio/video, house of worship, education, government and transportation.

We are looking for a motivated and talented **Inside Sales/Marketing Coordinator** to join our growing team. Your primary responsibility will be to support the sales team and support the marketing department's efforts and perform various functions. This position will involve Inside Sales & marketing, sales backorder review, weekly customer pipeline/ open order meetings, marketing automation strategy, and graphic design. As well as support in sales and working with other departments to ensure timeliness of order fulfillment. Our ideal candidate possesses a strong entrepreneurial spirit, is highly organized and efficient, detail-oriented and proactive, and can multitask, prioritize, and work independently. This person is responsible for the execution of strategic direction, development, and performance of inside sales activities

This is not a remote position.

## **What You'll Do:**

### **Inside Sales**

- Resolves customer issues in a timely and thorough manner; escalates issues to manager as appropriate.
- Works with various inter-company departments (Production, Shipping, Engineering, etc.) to ensure expectations of the customer are met.
- Develops relationships at various levels within account base.
- Meets or exceeds sales and product objectives in major accounts by effectively utilizing resources available.
- Responsible for on-time delivery until delivery completed to guarantee smooth operations and customer satisfaction.
- Proactively offers advice and solutions in solving Client's problems.
- Maintains accurate records of pricings, sales, and activity reports submitted by the sales team.
- Other responsibilities as assigned

## **Marketing Coordinator**

- Monitors and reviews all sales and marketing assets to ensure accuracy (Corporate website, social media, digital, etc.).
- Understands brands' readiness, suggest marketing automation programs via HubSpot, and execute email marketing and drip campaigns.
- Coordinates, executes, and assists with industry-related events such as medical shows, exhibits, etc.
- Maintains and develops sales and marketing materials, including but not limited to datasheets, sales sheets, customer presentations, brochures, price guides, etc.
- Keeps abreast of product lines and industry trends and informs Broadata management on developments and trends that may impact customers' purchases and other business activities in the near and distant future.
- Other responsibilities as assigned

## **What You'll Bring:**

- 4-year degree is highly desired but not required with sufficient prior technical sales experience.
- 3-5 years of proven excellence in sales development, inside sales, and sales.
- Self-starter, able to work alone or within a team environment; collaborates with stakeholders.
- Knowledge of principles and processes for providing customer service, including customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Proven "take charge performer" who has both initiative and a strong bias for action.
- Salesforce experience or comparable CRM is required.
- ERP (e.g., SAGE 100) experience is desired.
- Excellent written and verbal communication skills.
- Positive can-do attitude and tireless work ethic. Driven and self-sufficient.
- Flexibility of traveling to tradeshow.
- High capacity to learn and adapt to new methods and ideas.
- Detailed oriented mindset to all tasks.

## **Benefits:**

- Medical, Vision, Dental Insurance
- 10 paid holidays
- 401(k) matching, 100% of the first 4% in eligible compensation
- Flexible Spending Account
- Voluntary Life Insurance