

Director of Sales and Marketing

Company: Cayuga Milk Ingredients
Position Location: Auburn, NY 13021
Job Classification: Full-Time/Salaried/ Exempt
Reports to: CEO

Background:

Cayuga Milk Ingredients, a state of the art milk ingredients manufacturing company founded in 2012 by a group of progressive dairy producers located throughout Central New York State, is seeking a dynamic and self-driven person for its Director of Sales and Marketing position. The Members of Cayuga Milk Ingredients, LLC, also Members of Cayuga Marketing, have been collaboratively working together to sell milk and purchase farm supplies for over 30 years. Cayuga Milk Ingredients first began operations in a state of the art 108,000 square foot milk processing plant on June 1st, 2014, and in October 2014 began selling dried dairy ingredients into the global marketplace.

Please visit our website to learn more: www.cmingredients.com

Position Summary:

The Director of Sales and Marketing is responsible for managing the people, processes, and programs for all commercial dairy ingredient sales at Cayuga Milk Ingredients. This effort includes establishing and achieving specific and measurable sales goals in all areas within the sales and marketing process. Cayuga Milk Ingredients is a B2B supplier, thus the incumbent must be experienced in negotiations with both small and multi-national food companies and be knowledgeable in dairy ingredient applications. CMI's ingredients include bulk cream, liquid permeate, non-fat dry milk, skim milk powder, milk protein concentrates and milk protein isolates. The incumbent will be part of the executive management team reporting directly to the CEO, work in concert with plant production staff, and manage CMI's agent, broker, and distributor relationships along with direct product sales. The Director of Sales and Marketing is responsible for communicating the sales and marketing goals and strategies to all key stakeholders throughout the Company to include presentations to the Board of Directors.

Job Responsibilities:

- Develop and lead the Company's sales effort to maintain current customer relationships and expand into new ones.
- Develop a sales and marketing plan to net the highest return to Company and work in concert with the plant production team to organize production runs.
- Oversee the Company artwork and product labeling requirements.
- Implement and manage marketing programs, strategies and processes to attain sales goals (inside/outside sales calls, tours, event attendance, trade shows, etc.).
- Provide hands on senior level leadership to Company's sales and marketing efforts.
- Develop scorecards and metrics to manage and track customer experiences.
- Manage supply contracts with customers.
- Conduct frequent, effective sales presentations to educate customers about the Company's unique value proposition.
- Provide updated pricing sheets and manage sales volumes with Company's existing marketing agent and distributor for MPC and MPI.

- Work closely with Company's Hedging Manager and Controller to manage inventory levels and manage price risk associated with customer fixed pricing programs.
- Assist in Company's annual budgeting process.
- Work closely with the customer service team to be sure Company's dispute resolutions are being handled in a timely manner.
- Oversee the efficient shipping of bulk ingredients both domestically and internationally to be sure Company is obtaining the most competitive pricing.
- Stay up to date on Global market trends and attend seminars and trade shows to promote the Company and develop targeted marketing strategies.

Required Competencies and Skills:

- Highly goal and outcome driven.
- Excellent communication skills.
- Excellent leadership, team building and collaboration skills.
- Creative and a strategic thinker.
- Proficient in the use of electronic mail, Microsoft Word, PowerPoint, and Excel.
- Proficient writing letters and memos, face-to-face discussions with prospects, and meeting with farmers and customers.
- Enjoy working independently to determine and set tasks, priorities, and goals.
- Must meet strict deadlines.
- Accept responsibility for work outcomes and results.
- Possess strong interpersonal, negotiating and problem solving skills.
- Must be willing to adapt and learn about modern dairy production practices and dairy ingredient applications.

Years of Experience: 7+ years of sales and marketing experience. Dairy industry experience is preferred but not mandatory.

Education: 4 year degree or commensurate experience.

Percentage of Travel: 50-70% including occasional International travel.

Cayuga Milk Ingredients offers a competitive compensation and benefits package, including medical and dental insurance, retirement savings, long-term disability, group life insurance, PTO, and paid holidays. Cayuga Milk Ingredients will provide a computer and reimburse all business related expenses to include mileage and cellular phone usage. Company does not discriminate and all qualified individuals are encouraged to apply.

EMPLOYER'S DISCLAIMER:

- All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.
- This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor.
- The company reserves the right to add to or revise an employee's job duties at any time at its sole discretion.
- This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

I acknowledge that I have read this job description and have received a copy for my records.	
Employee Name:	
Date:	

General: All Cayuga Milk Ingredients employees recognize that the success and prosperity of the company is everyone's responsibility. All employees are expected to treat each other in a positive, respectful and professional manner, to be at work for their assigned shift and to work safely as a team. Employees must be self-starters who can relate to all levels of the organization.

Communication skills: Must have excellent communication skills to execute training activities and communicate technical aspects to all employees. Leaders must relate well to regulators, compliance officers and the business community leaders. Good oral and written communication skills are essential as is excellent computer skills, especially in the areas of spreadsheets, word processing and internet research.

Judgment and decision-making skills: Must exercise sound judgment and decision-making skills to advise employees properly, and understand both the financial and safety related impact of the decisions made.

Hours: This is a full-time exempt position. The incumbent may need to put in additional hours from time-to-time to accomplish the mission of the company.

Cayuga Milk Ingredients is an Equal Opportunity Employer and our facility is Tobacco-Free.

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