



**Position:** Digital Sales & Marketing Manager  
**Reports To:** President  
**Location:** Fairfield NJ (will not consider a remote location)  
**Start Date:** January 2020

### **Opportunity**

We are hiring a Digital Sales and Marketing Manager, who is responsible for leading growth within the well-established online segment of our foodservice and retail customer base at iSi North America. Reporting to the President, this position will be responsible for managing key customer relationships with online, retail, and foodservice customers to ensure sales growth, high quality customer service, and the proper exposure of iSi North America products in the online marketplace. The candidate executes the sales plan through a combination of sales and marketing management activities, direct supervision of online accounts, and contact with our Sales Management and sales representatives across the United States

### **Your Role:**

- Be the main point of contact for Sales Management of our well-established foodservice and retail accounts that have primarily internet selling activities. You will be responsible for establishing sales goals and directing the implementation and support needed to develop and increase sales volume, while maintaining brand identity, standards and requirements. You will also identify and capture new online business in both foodservice and retail communities. In this role you will participate in the management of iSi-Store.com, establishing sales goals, and overseeing marketing campaigns to improve visibility and sales via the Company's online store.
- Support the online activities of our various well-established retail and foodservice customers, as the main point of contact for digital asset management, campaign review and approvals, and continuous development of online strategies in these traditionally bricks and mortar accounts.
- Create, schedule, optimize, and monitor social media campaigns on all US platforms to provide a robust coordinated, and inviting experience with our culinary brand.
- As a Manager within the iSi organization, you will interact with relevant iSi sales and customer service team members, and other departments in our company headquarters, located in Fairfield, NJ. You will also be responsible for reporting on sales activities internally to our senior leadership team, and to our worldwide headquarters in Vienna.

### **Major Responsibilities:**

Build and significantly grow our Online, Foodservice and Retail businesses in the United States.

- Sales Development of our Online customer segment
  - Deliver budgeted sales volume for the iSi North America online business segment
  - Establish new online sales opportunities for inclusion in our online customer portfolio
  - Place new items into Online accounts as appropriate
  - Maintain and defend MAP for all identified items
  - Deliver sales goals and provide marketing campaign direction to the iSi-Store online
  - Assist in the development and implementation of company sales and marketing strategies and plans, including providing weekly sales reports to management.

- Marketing Support of Retail and Foodservice customers for their online promotion of our products.
  - Increase overall market share through collaboration with the iSi sales teams to introduce digital programs, assets, and marketing support to key customers, Develop online market specific programs, support tools, and promotional activities to enhance the overall digital footprint of iSi North America
  - Prepare and participate in national trade shows, sales meetings, and representative meetings
- Manage iSi North America social media exposure and coordinate with the online sales activities of accounts in foodservice, retail and online segments.
  - Interact with our Austrian parent company's marketing team to create a seamless brand experience
  - Provide social media connections to key Online, Foodservice, and Retail accounts.
  - Develop relationships with online bloggers and industry publications to increase visibility of the iSi brand
  - Create relationships with industry leaders, customers, chefs, and market influencers, building new networks of contacts on behalf of iSi North America to stimulate interest in our products, onboard market trends, in the digital environment
- Collaboration within the iSi North America Sales team
  - Gather market information from the online landscape to determine areas of opportunity, and effectively communicate this information to senior management and colleagues at iSi North America and our Austrian parent company
  - Engage in cross-team communication with Customer Service, Operations, Marketing, and Finance to ensure optimal service levels and growth for customers
  - Establish and maintain budgetary requirements
  - Perform other duties as assigned.

**Qualifications:**

- Proven track record in sales and marketing management of digital sellers in consumer goods sector. – Culinary connected experience is strongly preferred.
- Requires verifiable track record of sales growth and marketing campaign management in the online marketplace - Amazon expertise is a significant plus
- Strong analytical and synthesis skills required for market research and presentation
- Proficiency in MS Excel, Word, and PowerPoint is required
- Culinary arts, previous culinary retail experience, and/or previous foodservice sales a plus.
- Confident presentation skills and strong MS PowerPoint skills are essential
- Excellent interpersonal and teamwork skills with all organizational levels
- BA/BS or similar from an accredited four-year college or university in a related profession/field.
- Able to travel as needed

**Traits:**

- Self-motivated and comfortable working independently
- Able to manage multiple tasks and opportunities
- Organized and detail oriented, while able to see big picture project plans
- Collaborative attitude while working with several internal and external contacts
- Strong communication skills; able to present clear, innovative insights from analysis
- Willingness to work hard and pitch-in to move the company to the next level.

This mid-level position is best for a college graduate with 2-3 years marketing and sales experience. Compensation includes a competitive salary and performance bonus as well as medical, dental, vision, and PTO benefits, and a 401k profit sharing program.

If this interests you, and you meet the qualifications listed, include your resume, and salary requirements, and a brief description of why you are a great candidate for the position. **No application will be considered without salary information and your description of why you are great for the job.**

Send Resume and Cover Letter to: Jeanette Brick, President: [jeanette.brick@isi.com](mailto:jeanette.brick@isi.com)

### **Company Description**

Maybe you have cooked with our industry leading food prep equipment or have seen a top chef at a fine dining restaurant, innovative bar, or on TV, whipping up sweet and savory toppings, cocktails, and desserts. Perhaps you have been served whipped cream using the familiar iSi whipper at your local ice cream store or national coffee shop chain. Popular with the top fine dining chefs and cutting edge culinary innovators alike, for over 50 years, iSi products have been a fundamental and transformative part of the solutions that culinary decision makers apply to achieve great results in menu development, process improvement, cost reduction and innovation.

iSi North America, a wholesaler and marketer of culinary foodservice and housewares products, has been in operation since 1977 based in Northern NJ. With our national network of independent reps and culinary consultants throughout the USA, our foodservice and retail teams have built an excellent, customer base of the top foodservice distributors, culinary retailers, and online marketplace leaders. We have a proven record for service and supply, and we draw rave reviews from some of the largest and most diverse foodservice operators and home chefs in the USA.

iSi North America, and its parent company, iSi Culinary Holdings are part of The iSi Group. It is privately held and headquartered in Vienna, Austria with manufacturing operations in Europe and Asia and subsidiaries or distributors in over 80 countries worldwide. In addition to culinary applications, we are a world leader in the application of disposable gas cylinders for a wide array of industries including automotive airbags, medical devices and many other innovative products.