

## Customer Service, Sales & Marketing Manager

Modern Sailing School and Club is the most fun and dynamic sailing school on the West Coast. We have been teaching adults how to sail on the San Francisco Bay and internationally since 1983. Our passionate and professional staff provides the highest level of instruction on the San Francisco Bay and California Coast. We also lead skippered sails, team building events, global destination sailing trips, and have an active race program.

We are seeking an energetic customer service-oriented individual to lead our Customer Service, Sales, and Marketing team. If you are passionate about sailing and want help people realize their sailing dreams, come join!

You must have excellent written and oral communication skills, a positive attitude, and the ability to work effectively in a highly dynamic environment. If you are a team-oriented individual who is looking for a leadership role in a growing company, send a resume and cover letter.

The Manager of the Customer Service, Sales, and Marketing team will have two main areas of responsibility:

1. Customer service, sales, and marketing team management
2. HR background and experience a plus
3. Manager on Duty (shared rotation with the other managers in the organization)

### Roles and Responsibilities

#### Customer Service, Sales, and Marketing Team Management

Any and all activities to build and maintain a great customer service, sales, and marketing organization!

- Maintain a high customer service standard
  - Ensure all customer service interactions are done promptly and well. Minimize team errors and omissions.
  - Respond to client feedback about our customer service, implementing corrective actions when needed
- Outbound Marketing
  - Ensure that our marketing outreach activities (emails, social media, etc.) are timely, relevant, and generate interest among our client base
  - Ensure our website is accurate, and a valuable resource for our client base
- Management of Sales and Marketing and Member Events
  - Scheduling off all Sales and Marketing and Member Events
  - Ensure that all events are well planned, well executed, and on-target
- Manage revenue growth.
  - Monitor sales. Expand what works, eliminate what doesn't work.
  - Create initiatives to increase sales
    - Increase proactive sales outreach
    - Propose and implement Sales Incentives, Marketing programs, etc.
- Supervisory responsibility for customer service, sales, and marketing personnel. This includes:
  - Recruiting and hiring great office team members to meet the needs of the organization
  - Training our office team - providing skill development opportunities for personnel that match the needs of our organization
  - All human resources administrative activities (eg. scheduling, payroll, invoice approval)
  - Personnel performance evaluations and people management
- Quality and Cost Control
  - Monitor feedback on the office team and implement initiatives to improve quality where needed

- Judicious use of company dollars. Ensuring that the office team's cost structure and expenses effectively achieve long term profitability.
- Interface with the Fleet Organization
  - Effectively work with the Fleet Services team to ensure that our vessels meet the needs of our clients.
  - Ensure that our office and client resources accurately represent the current status of our fleet.

## **Manager on Duty (MOD) Roles and Responsibilities**

### **Responsibilities**

Be proactive to ensure safe, positive and smooth flow of day to day operations.

- Escalation point for Client Issues
- Escalation point for Team Member Issues
- Approval for Customer Satisfaction credits or any special discounting
- Daily decision maker for any and all safety related issues and incidents

### **Skills Required**

- Excellent customer service skills. Client-centric positive attitude. A genuine desire to help people meet their goals.
- Demonstrate great attention to detail.
- Good organizational skills and ability to multi-task.
- Strong ability to lead others.
- Strong computer skills. Experience with MS Outlook, MS Excel, etc.
  - Previous experience with Mindbody is an asset. Ability to learn the program is critical.
- Team-player. Willing to step into other areas of the company and operation wherever help is needed. Works hard to support other members of the organization and become a successful team member.
- Flexible. Able to deal with a changing environment.
- Strong written communication skills: Able to write and edit internal and external documents.
- Strong oral communication skills: Listens well and has good verbal skills with customers, team members and other members of management.

### **Time and Location Expectation**

This is a full-time, five days per week role, to include one weekend day.

The job is in Sausalito at the Modern Sailing locations, 2310 Marinship Way and 2340 Marinship Way.

### **Compensation and other benefits**

This is a salaried position. Salary will be dependent on relevant experience and qualifications.

After initial 3-months of employment:

- Customer Service, Sales & Marketing Manager would be eligible to participate in the Modern Sailing Financial Incentive (Bonus) Program
- All team members are eligible for complimentary sailing classes and other educational opportunities.

All full-time and regular part-time (greater than 2 days/week) MSC team members receive PTO benefits.