



## Job Description

**Job Title:** Associate Director of Sales  
**Department:** Sales  
**Reports To:** Vice President of Sales  
**FLSA Status:** Salary, Exempt  
**Revision Date:** October 2018

### Summary

This is an entry level sales position within Twincraft Skincare. The Associate Director of Sales is responsible for prospecting new customers and driving profitable sales growth for both Twincraft and our customers by creating meaningful partnerships and executing strategic business solutions. Twincraft has a strong and loyal customer base that we vigilantly take care of by providing innovative product development and outstanding service. In custom contract manufacturing, we grow when our customers' businesses grow.

### Essential Duties and Responsibilities

- Responsible for qualifying inbound leads and prospecting new business.
- Meet or exceed annual sales and company profit goals.
- Develop selling strategies for each customer that are unique and relevant to the customer's brand and business objectives.
- Creatively lead, coach, and collaborate with the internal account team to develop new products that are on trend, on budget, and meet the needs of each customer.
- Work with R&D, Marketing, Pack Design, Purchasing, and Account Management on concept, feasibility, formulation, packaging, and costing.
- Maintain and cultivate relationships while building trust with customers, prospects and internal Twincraft teams.
- Develop, present, and close new customers to ensure incremental growth.
- Initiate product concepts, formulas, and packaging with customers.
- Determine product pricing within set margin expectations.
- Align customer and prospect needs and expectations with Twincraft capabilities.
- Maintain detailed and orderly customer files in CRM system.
- Travel to customers, prospects and trade shows. The expectation is that 20-40% of the time will be on the road.
- Advise Vice President of Sales of market changes – competitive activity, pricing levels, trends, etc.
- Support and adhere to Twincraft's values and credo.
- Perform other duties as assigned.

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### **Education and Experience**

A Bachelor's degree and two to four years of experience is required. A passion for "making stuff", the skincare and/or the wellness industry, and manufacturing a big plus, but not required. If you have the right attitude and determination, we will train you!

### **Personal Characteristics**

- Life-long learner and perpetual student
- Capable leader and coach
- Business acumen
- Strong project management skills
- Entrepreneurial mindset
- Inquisitive and curious
- Self-starter
- Quick thinker
- Good communication skills
- Excellent problem solver
- Street smart
- Practical

### **To Apply:**

Please submit a resume and cover letter to [jobs@twincraft.com](mailto:jobs@twincraft.com).

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