



**Orange County Department of Education
Human Resources Department
Classified Management Class Specification**

Sales Representative – Inside The Outdoors Programs

**Class Code: 1435
Work Days: 225**

GENERAL PURPOSE

Secure new clients for Inside the Outdoors (ITO) Programs; manage sales targets and enhance revenue growth; and provide responsible support to higher level management staff.

SUPERVISION RECEIVED AND EXERCISED

1. Receives direction from higher level management staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES

This position description is intended to describe the general nature and level of work performed by an employee assigned to this position. This description is not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions associated with this position. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

1. Recommend and assist in the implementation of goals, objectives, and strategic plan; establish schedules and methods for providing specialized services; implement policies and procedures.
 2. Proactively find additional new clients for ITO Programs; work closely with management staff to develop and maintain target lists of prospects; make targeted sales calls.
 3. Refine target audiences and make presentations to potential clients (e.g. schools, youth groups, PTAs, and after school providers).
 4. Provide feedback on messaging and recommend changes to marketing programs and sales messaging based on experiences and feedback from clients and prospects.
 5. Provide customer service and follow-up to existing clients.
 6. Research environmental education programs and maintain involvement in current and upcoming ITO programs.
 7. Track and report status of sales initiatives, clients, prospects; and develop and/or refine sales strategies for future contacts.
 8. Must demonstrate attendance sufficient to complete the duties of the position as required.
 9. Perform related duties similar to the above in scope and impact as required.
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QUALIFICATIONS (KNOWLEDGE, SKILL, ABILITY REQUIREMENTS)

Knowledge of:

1. Environmental education programs and the academic environment.
2. Principles of business development, including principles of sales and promotion.
3. Modern and complex principles and practices of sales and promotion strategy trends.
4. Project management.
5. Pertinent federal, state, and local laws, codes, and regulations.

Ability and Skill to:

1. Plan, direct, and coordinate various projects.
2. Maintain resilience despite rejection or obstacles.
3. Make public presentations.
4. Interpret the organizational and division strategic plan and create relevant goals and plans for assigned areas.
5. Establish and maintain effective working relationships with various constituencies.
6. Understand, interpret, and explain laws, codes, contracts, regulations, policies, and procedures.
7. Prepare clear and concise correspondence, reports, and other written materials.
8. Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
9. Communicate clearly and concisely, both orally and in writing, in English; present information effectively in front of both large and small groups.

Education, Training and Experience:

A typical way of obtaining the knowledge, skills, and abilities outlined above is Bachelor's degree from an accredited college or university with major course work in business, public relations, marketing, or related field and two (2) years of experience in sales.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this job, employees are regularly required to bend, stoop, push, pull, grasp, squat, twist, kneel, walk, sit, and reach to access materials or equipment and complete other tasks as assigned; lift and carry up to 25 pounds; and lift from ground, waist, chest, shoulder, and above shoulder level. The position may include occasional need to traverse uneven surfaces.

Employees in this classification are to be able to travel countywide to a variety of sites within a reasonable time frame; read written and electronic materials; communicate clearly in person, on the phone, and via email; and operate all required equipment.

Mental Demands

While performing the duties of this class, employees are regularly required to use written and oral communication skills; read and interpret information; analyze and solve problems; use mathematical reasoning; make observations; learn and apply new information or skills; perform detailed work; work on multiple, concurrent tasks with frequent interruptions; work under intensive deadlines and meet productivity requirements; and interact successfully with various groups of people encountered in the course of work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employee typically works in an office environment that is fast paced with variable pressure.

3/13, 7/17