

**Fulper Family Farmstead LLC**  
**Breanna Fulper, 315-406-0731, blf26@cornell.edu**  
**281 Rocktown Lambertville Road, Lambertville, NJ 08530**

**Job Title:** Sales and Marketing Manager

**Reports To:** LLC Partners, Robert Fulper II and Breanna Fulper

**Based at:** Fulper Family Farmstead LLC, Lambertville, NJ 08530

**Job purpose:** To plan and implement direct sales and marketing activities, targeted towards prospective customers and existing customers so as to maintain and develop sales of Fulper Family Farmstead dairy products, summer camp, farm tours, birthday parties, and on-farm events, in accordance with business plans by performing the following duties personally or through hired employees.

**Essential duties and responsibilities:**

1. Maintain and develop a customer and prospective customer database for wholesale dairy product sales, retail sales, and distributor sales.
2. Maintain and develop a marketing database for summer camp, farm tours, birthday parties, and seasonal on-farm events.
3. Plan and carry out direct sales activities to agreed budgets for activities, events and sales volumes for products.
4. Respond to sales inquiries from existing customers and create new weekly customer sales by face-to-face visits, telephone, and email.
5. Schedule, prepare, and facilitate farm tours, birthday parties, and summer camp as well as schedule employees to assist with these activities.
6. Schedule and facilitate marketing, activities, and vendors for on-farm events.
7. Schedule, attend, and follow up after meetings and interviews with Media. Schedule interviews for management as well.
8. Manage and respond to phone calls and emails in a timely manner.
9. Monitor and report on product sales results weekly and provide relevant summary to management.
10. Hold training and meetings with employees to determine support needed to improve sales and customer service experience at sales events, promotional events, and activities on the farm.
11. Develop and implement strategic marketing plans and sales plans to achieve sales objectives for products and services.
12. Plan advertising and promotion activities including print, online/email, social media, direct mail.
13. Establish and maintain relationships with industry influencers and key strategic partners, like ADADC, DMI, etc.
14. Plan and facilitate farmer's market schedule.
15. Schedule and complete performance evaluations for staff to develop and control sales and marketing through farmer's markets and relevant events.
16. Represent company at marketing events to promote product and services.
17. Maintain relationships with existing customers to increase customer satisfaction and ultimately, sales.
18. Prepare periodic report showing potential areas of proposed client base expansion and new market opportunities.
19. Facilitate inventory and weekly product making based on sales needs corresponding directly with cheese maker. Pick-up dairy products and deliver to customers.
20. Attend trainings to develop relevant knowledge and skills.
21. Carry out market research about competitor products and pricing and compile customer surveys with relevant competitor pricing and information.

**Supervisory Responsibility:**

Manage, lead, and inspire staff development, schedules, and meetings to achieve goals and objectives.

**Managerial and Organizational Skills:**

Demonstrate the ability to anticipate and solve practical problems or resolve issues. Ability to manage own schedule and prioritize activities based on duties and responsibilities above.

**Education and/or Experience:**

Bachelors Degree in Sales, Marketing, Business, Agribusiness, Dairy Food Science, Dairy Business Management preferred with related dairy industry experience and progressive managerial responsibilities.

**Communication Skills:**

Ability to communicate orally or in written form effectively with management, customers, and employees. Demonstrate in-depth sales and marketing techniques.

**Financial Skills:**

Create financial analyses and sales reports. Experience with producing Microsoft Excel spreadsheets.