



POSITION DESCRIPTION

JOB TITLE:	Director of Sales	JOB CODE:		PAY GRADE:	
DEPARTMENT:	Operations	PAY STATUS:	Full-Time / Salary		
REPORTS TO:	COO	REGULAR/SEASONAL:	Regular		
APPROVED BY:	<i>Bentah & John</i> , Human Resources Manager	DATE APPROVED:	10/30/2017		

I. POSITION FUNCTION SUMMARY:

Under the direction of the Chief Operating Officer (COO), the Director of Sales (DOS) is responsible for retaining and growing existing business, while pursuing additional profitable growth opportunities for both nationwide and local regions. The DOS shall be responsible for staffing the department to perform FOB sales, coordinate distribution, and logistics of NAPI fresh produce to our customers. This position requires a “Hands On” skilled professional.

II. ESSENTIAL FUNCTIONS, DUTIES, AND RESPONSIBILITIES:

The following statements are essential functions of this position and not intended to be all-inclusive; rather, they are intended to describe the general nature and level of work to be performed. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of the incumbent, and an employee may be directed to perform other reasonably related job duties and responsibilities. NAPI reserves the right to revise or change the job duties and responsibilities as the need arises, based on business need, and this position description may be updated accordingly. This position description does not constitute a written or implied contract of employment.

Management Duties & Responsibilities

1. Initiates, develops, and executes sales for “Navajo Pride” branded product offerings including all grades and sizes, both nationally and regionally. Current products are Potatoes, Mini Watermelon, Winter Squash, Dry Onions, Sweet Corn, Green Beans, and Yellow Peruvian and Pinto Beans.
2. Understands and has an in depth knowledge of the full cycle process of order processing through to receiving payment from customers to ensure an efficient process is in place.
3. Responsible for selling product, and maintaining and developing relationships with existing and new customers in an effort to market the Company's product(s) in a manner designed to generate the highest possible return to the farm.
4. Understands the challenges in the marketplace for products which may be supplied by the company and uses this knowledge to propose new supply opportunities through the organization.
5. Provides key input in the design and artwork of packaging and materials.
6. Responsible for communicating daily harvest and packing goals in accordance with demand.
7. Plans and achieves annual growth in account penetration through gross profit dollars and gross profit percentage.
8. Responsible for drafting budget for sales that allows for proper development of new business.
9. Prospects and secures new customers in the foodservice and retail trade.
10. Creates and develops the company's sales presentations.
11. Responsible for National Trade Media Management, with prior approval in each case from COO and CEO.
12. Develops pricing strategies, balancing firm objectives and customer satisfaction.
13. Compiles lists describing product offerings.
14. Initiates market research studies and analyzes their findings.

15. Develops strategic sales plan that meshes with NAPI's Key Priority Areas.
16. Reviews and analyzes sales by customers, volume, price packaging and geography; determine target customers and volume; negotiates forward market contracts.
17. Maintains daily knowledge of markets, price, flow, and volume externally.
18. Achieves budgeted sales volume objectives, market penetration, and average sales price by product, and ultimately contributes to company profitability.
19. Works collaboratively to ensure optimal customer service and support.

Supervisory Duties and Responsibilities

20. Manages and supervises the work unit in keeping with applicable laws and regulations; and NAPI's policies, guidelines, and Navajo affirmative action policies.
21. Leads, directs and supervises reporting personnel including work procedures, workloads and work schedules by directing the workflow in such a manner as to promote productive efficiency of employees.
22. Identifies the developmental needs of employees in department and coaches, mentors, trains, or otherwise helps others to improve their knowledge or skills.
23. Manages performance of assigned direct reports and others in the work unit; conducts employee performance reviews for assigned staff, properly documents corrective action, performance improvement plans, and disciplinary actions, and salary adjustments in accordance with NAPI policy.
24. Ensures a safe working environment, and oversees compliance with applicable OSHA and other laws, regulations, and work rules concerning environmental safety and health by employees; assists with accident/injury investigations as directed by the Safety or HR department.
25. Establishes an effective flow of communication and information to ensure that problems can be responsibly solved and that support is provided to the staff as needed.
26. Observes, receives, and otherwise obtains information from all relevant sources as well as handling complaints, settling disputes and resolving conflicts or otherwise negotiating with others, and prepares reports of findings, in accordance with NAPI Policies & Procedures.

Other

27. Works collaboratively, cooperatively, and in coordination with fellow team members and with others in the organization, treats them with respect, courtesy and consideration, and shows understanding and the appropriate support of other team members to help get the job done.
28. Provides information, guidance and resources to diverse groups of customers, clients and others outside of the organization; treats them in a friendly manner with professionalism, helpfulness, respect, courtesy and consideration at all times regardless of circumstances.
29. Maintains regular, dependable attendance and punctuality, and physical presence at the assigned worksite; must interact directly with people or objects at the worksite on a regular basis. Communications technology may, for certain tasks and under certain circumstances, enable an employee to effectively perform some of the work-related duties from home on a temporary basis.
30. Performs other duties as assigned and which are deemed necessary or desirable by NAPI.

III. POSITION AUTHORITIES AND ACCOUNTABILITIES:

General:

Position has a high level of line responsibility and high-level authority to make independent decisions over an assigned department or function. A person in this position has a high level of responsibility for a key operation or function.

Results of Action:

Decisions will have a high degree of impact on operations or services. Errors may result in significant disruption of operations or services or damage to operational activities. Errors in accuracy, judgment, tact or communication could result in a loss of productivity, and a significant loss of credibility and potential income for the organization. Failure to establish and monitor work schedules for the Department will result in an inability to meet deadlines and will delay the completion of records and other projects.

Budgetary & Financial Resources Accountability:

Position has high level of accountability for budgetary or financial decisions, and decisions will have a high degree impact on resource utilization within NAPI; responsible for a moderate level of impact on an operating budget for the Department;

Equipment/Material Management & Accountability:

Position has a high level of responsibility for equipment, material, or supplies; proper utilization is required plus accountability for first-echelon maintenance may be required; minimal authority and accountability for purchase within strict policy guidelines may be present.

Confidential and Sensitive Information:

- Incumbent has a high level of access to sensitive and proprietary company data, including but not limited to services, legal and financial data, and an essential job result is the maintenance of a high level of confidentiality of the information processed by the employee.
- Incumbent has a minimal level of access to personal and professional data regarding individual employees and their families, and to personal data regarding customers/clients/members and their families, and must comply with the Fair and Accurate Credit Transactions Act (FACTA) to keep that data secure and private.
- Incumbent has no access to health data of employees and their families, and to health data of customers/clients/members and their families, and must comply with the Health Insurance Portability and Accountability Act (HIPAA), to keep that data secure and private.

Independence of Action; Supervision Received:

The Director of Sales works under general supervision of the COO. Employee performs high level, complex management work, and performs a high level of analysis and problem-solving with a high degree of independence and discretion.

Supervision Exercised:

The Director of Sales has supervisory authority over all assigned staff, with proper delegation to other supervisors within the department. Determines work procedures, schedules and priorities. In addition to direct supervisory authority of this position, the DOS may retain functional authority over specific projects or areas of responsibility as specified in this Job Description or otherwise delegated by the COO.

IV. POSITION QUALIFICATIONS AND REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required for the position, but is not a comprehensive list. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and Experience:

Required:

- Bachelor's degree from an accredited four-year college or university in Business Administration and Management, Agricultural Business, Agricultural Economics, or directly related discipline highly preferred.
- Ten (10) years progressive experience in agri-business, sales, marketing, logistics, and administering contracts. Managerial experience in a Grower/Shipper environment highly preferred. .

Preferred:

- Master's degree from an accredited four-year college or university in Business Administration, Agricultural Business, Agricultural Economics, or directly related discipline.

Substitution:

- Five (5) years of FLSA exempt-level experience in agricultural business and management or FOB sales and/or brokering may be substituted for the Bachelor's degree requirement.

Navajo Preference:

Navajo preference will be applied in accordance with the Navajo Preference in Employment Act (NPEA), it is Navajo Agricultural Products Industry's ("NAPI") goal and intention to strictly adhere to the NPEA in all employment practices and hire qualified Navajo Personnel for all positions. Tribal sovereignty support and Navajo preference initiatives are mandatory.

Language Requirements:

Required:

Ability to read and write English in order to understand and interpret written procedures and technical manuals. This includes the ability to give and receive instructions in written and verbal forms and to effectively present information and respond to questions from vendors, contractors, supervisors and co-workers.

Preferred:

Bi-lingual (English/Navajo)

Shared Responsibilities:

As a requirement of their employment, all NAPI employees are expected and required to follow and adhere to the following job responsibilities:

- Support the mission, vision, values, and goals of Navajo Agricultural Products Industry.
- Support excellence in our customer service philosophy, and deliver excellent customer service both to internal and external customers.
- Adhere to all company policies and procedures.
- Follow all safety policies, guidelines, and work rules, and participate in trainings.
- Practice good stewardship of NAPI property and follow policy.
- Act in a professional manner at all times.
- Function from INTEGRITY, HONESTY, and LOYALTY in all activities concerning NAPI.
- Follow the current NAPI Strategic Plan initiatives.
- Maintain and support a team environment within the workgroup, and with other departments.
- Champion NAPI in the community.

Core Competencies:

Performs the essential functions and elements of this position competently, demonstrating adequate progress throughout the course of the introductory period of employment and continuing throughout employment with NAPI. A variety of personal competencies need to be demonstrated by everyone at NAPI, and include but are not limited to:

- **Quality/Compliance:** Achieving a standard of excellence with our work processes and outcomes, honoring NAPI policies and all regulatory requirements.
- **Customer focus:** Striving for high customer satisfaction, going out of our way to be helpful and pleasant, making it as easy as possible on the customer or client, rather than on self, department, or organization.
- **Communication:** Balancing listening and talking, speaking and writing clearly and accurately, influencing others, keeping others informed.
- **Collegiality:** Being helpful, respectful, approachable, and team oriented, building strong working relationships and a positive work environment.

- Initiative: Taking ownership of our work, doing what is needed without being asked, following through.
- Efficiency and Continuous Improvement: Planning ahead, managing time well, being on time, being cost conscious, thinking of better ways to do things
- Coachability: Being receptive to feedback, willing to learn, embracing continuous improvement
- Safety: Comply with and actively support all workplace safety policies and practices.
- Team Player: able to work collaboratively with others in the organization, and to work well with diverse groups of people and gain and maintain respect of others, both inside and outside of NAPI.

Knowledge, Skills and Abilities:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required to perform the essential functions of the position, but are not a comprehensive list:

- Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, personnel information systems, and be familiar with the Navajo Preference in Employment Act.
- Knowledge in basic education and training to include principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.
- Knowledge of accounting, budgeting marketing, negotiation.
- Knowledge of principles and methods for showing, promoting, and selling products or services, including marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- Knowledge of principles and processes for providing customer and personal services, including customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Knowledge of media production, communication, and dissemination techniques and methods, including alternative ways to inform and entertain via written, oral, and visual media.
- Knowledge of the fresh produce supply chain, annual supply/pricing dynamics, business operations, sales contract negotiation, distribution logistics, quality management and claims processing.
- Skill in leadership, management, and supervision.
- Skill in training, coaching, and developing skills of assigned personnel.
- Skill to read, analyze, and interpret highly complex documents.
- Skill in analysis and interpretation of financial data, and in preparation of financial reports, statements and/or projections.
- Skill in active listening as this position communicates with all levels of company employees, board of directors, customers, and local governments.
- Skill in persuading others to change their minds or behavior.
- Skill in actively looking for ways to help people.
- Skill in considering the relative costs and benefits of potential actions to choose the most appropriate one.
- Skill in analyzing information and using logic to address work-related issues and problems.
- Skill in self-management; to manage one's own time and the time of others.
- Skill in creativity and alternative thinking to develop new ideas for and answers to work-related problems.
- Skill in assertively solving problems and looks beyond the standard solutions to overcome challenges and being comfortable working with a variety of personalities and individuals.
- Skill in interpersonal communication, with an ability to make sound decisions and solve problems in a confident, decisive manner.
- Ability to be honest and ethical.

- Ability to speak in public.
- Ability to use a computer and computer programs is required.
- Ability to use search engines, data queries, and assimilate printed information.
- Ability to communicate effectively orally and in writing in English. Navajo language is helpful.
- Ability to be reliable, responsible, and dependable, and fulfilling obligations.
- Ability to effectively lead, manage, supervise, coach, motivate, and develop assigned staff.
- Ability to be self-directed, developing one's own way of doing things, guiding oneself with little or no supervision, and depending on oneself to get things done.
- Ability to be willing to take on responsibilities and challenges, to lead, take charge and offer opinions and direction.
- Ability to establish and maintain personally challenging achievement goals and exerting effort toward mastering tasks.
- Ability to communicate effectively both orally and in written form information and ideas so other will understand.
- Able to be careful about detail and thorough in completing tasks.
- Ability to be persistent in the face of obstacles and being able to accept criticism and dealing calmly and effectively with high stress situations.
- Ability to maintain composure, keeping emotions in check, controlling anger, and avoiding aggressive behavior, even in very difficult situations.
- Ability to be pleasant with others on the job and displaying a good-natured, cooperative attitude.
- Ability to be open to change (positive or negative) and to considerable variety in the workplace.
- Ability to formulate policy, and develop and implement new strategies and procedures.
- Ability to lead project teams, to include organizing, prioritizing, and scheduling work assignments.
- Ability to prefer to work with others rather than alone and being personally connected with others on the job.
- Ability to be sensitive to others' needs and feelings and being understanding and helpful on the job.
- Ability to thrive in a fast-paced and pressured environment and must be able to shift to other functions and priorities as needed.
- Ability to analyze complex and changing market factors, evaluate alternative sales practices, and recommend or implement effective courses of action.
- Ability to exercise independent judgment and initiative within general company guidelines.
- Ability to recognize opportunities for business expansion within key customers.

Certification, Licenses and Registrations:

- Must have and maintain a current New Mexico, or Arizona driver's license, must have and maintain an NAPI-insurable driving record, and must provide proof of current liability insurance meeting or exceeding State-required minimum coverages.
- First Aid, CPR, and Defensive Driving Course.

Training Requirements:

- Must successfully complete all NAPI-required safety and other training
- Must successfully pass and maintain training certification in all state, NAPI, individual-specific, and/or other training requirements of the position and job assignment.
- Additional specific training requirements for this position may be required by NAPI.

Tools and Equipment Used:

- Standard office equipment, including desktop computer and standard MS-Office applications
- Famous Accounting Software
- Must be able to operate a company vehicle and a two-way radio.

Other:

- In accordance with the conditional offer of employment, individual must pass drug screen, and all NAPI, and other required background investigations.
- Additional drug screening and background investigations may be required depending on the job assignment, or job transfer.
- Must read and acknowledge NAPI's Non-disclosure agreement.

V. PHYSICAL & MENTAL DEMANDS and WORKING CONDITIONS

The physical and mental demands, and working conditions described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The physical and mental demands, and working conditions described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

NAPI maintains a comprehensive, detailed assessment of the physical and mental demands, and working conditions for this position, which are also included in the incumbent's employment file.

Physical Effort and Demand:

- None to insignificant physical demand is required to perform the work; an employee in this position frequently sits at a desk or workstation.

Visual Acuity, Hearing, Speaking, Manual Dexterity:

- Must have visual acuity and manual dexterity to perform timely and accurate data entry;
- Must be able to make individual, small group, and large group presentations as required by position.

Mental Demand:

- Effective performance requires continual thinking and attention to work/detail demanded by the Knowledge, Skills and Abilities and essential functions of the job.
- Must be able to work non-standard work hours as required to fulfill job responsibilities.

Environment/Working Conditions:

- Little to no hazardous conditions exist in the work environment. The work environment is pleasant; only minimal negative physical factors exist.
- Above average amount of negative psychological factors; these factors must be addressed and considered in the performance of duties and have potential for a negative impact on job incumbents.

Continued on next page.

VI. EMPLOYEE ACCEPTANCE:

By my signature below, I certify that I have read my Job Description and understand my assigned responsibilities, and have been given a copy of this Job Description.

Employee – please initial each of these statements below to indicate your agreement, in addition to your signature at the bottom of this page:

_____	I acknowledge that I have been given access to a print and/or electronic copy of the Employee Policies and Procedures Handbook , and understand that I am responsible for reading and following all relevant policies and procedures outlined in it.
_____	I understand that I am responsible for following all departmental and job-specific policies, procedures, work rules, and other guidelines.
_____	I understand that neither the Board of Directors nor management of NAPI can guarantee my employment, and that NAPI can change compensation, benefits, and conditions of my employment at any time and at its full and sole discretion to meet business needs of NAPI.
_____	I further understand that the foregoing Job Description is not all-inclusive of the duties to which I may be assigned. To meet business needs, ensure maximum flexibility and efficiency, and to encourage cross training, I acknowledge that I may be assigned additional duties as are deemed necessary or desirable by NAPI.
_____	I acknowledge that NAPI also reserves the exclusive right to transfer, assign, or locate the incumbent to another job assignment within this job title for which I am qualified. Such transfer, re-assignment or re-location may be on either a temporary or regular basis, and shall be done to meet the business needs of NAPI.
_____	I also certify that I can perform the essential functions of this Job Description either with or without a reasonable accommodation.
_____	I further acknowledge that this Job Description does not constitute a written or implied contract of employment with NAPI.

Accepted and Acknowledged by:

_____ Employee Signature Date

_____ Print Employee's Name

Witnessed by:

_____ NAPI Representative Signature Date

_____ Print NAPI Representative's Name and Job Title