



## Sales Brand Manager

### About Imtra:

Maximum is an Imtra brand that, since 1968, has set the standard for elegant craftsmanship and technical precision. Maximum weather instruments feature professional quality movements that provide accurate, reliable, real-time weather information from your backyard into your home.

At Imtra, our people-focused culture enables us to provide a comprehensive employee experience that allows each employee to achieve their full potential and thrive personally and professionally while enjoying their work.

Our employees are passionate about our culture, customers, and the future of the company. We pride ourselves on being 100% employee-owned, operating with integrity, and building long-lasting relationships with our customers and supply partners.

Each employee benefits from the ownership through earning company stock, year-end bonuses, and a 401(k) plan with a robust match. Imtra takes pride in offering employees and their families a diverse range of health and wellness programs.

### About the Role:

The Maximum Sales Brand Manager is responsible for developing and executing sales strategies that drive Maximum's product line growth through various channels. This role requires a strong understanding of e-commerce selling, consumer behavior, market trends, and sales data to develop and execute effective sales plans and drive results.

### Responsibilities:

- Develop, implement, and execute brand and sales strategies to sell Maximum weather instruments through e-commerce and other channels.
- Build and maintain relationships with high-net-worth consumer customers, as well as B2B mass merchants and specialty retailers, through regular communication regarding orders and product information.
- Collaborate with marketing to develop engaging visuals and product descriptions for our company e-commerce site and to create advertising, email, and social media campaigns.
- Work with our in-house content team to become the face of Maximum via product and application videos and articles.
- Interact with the production team for product development, inventory planning around promotional periods, and product training.
- Respond promptly to customer inquiries and resolve any issues or concerns.
- Manage sales budgets and forecasting to ensure revenue targets are met or exceeded.
- Identify new sales channels and partnerships to expand Maximum selling opportunities.



### **Qualifications**

- High school diploma or equivalent; bachelor's degree in business or a related field is preferred.
- 2+ years of experience in consumer or B2B sales.
- Proven ability to develop and execute successful sales/branding strategies.
- Excellent communication and interpersonal skills.
- Ability to communicate the value of high-quality, boutique products to discerning customers.
- Strong problem-solving and negotiation skills.
- A willingness to travel locally and beyond as needed.

Imtra values a diverse workforce. We are committed to a culture of equality and inclusivity that fosters dialog, innovation, compassion, respect, and collaboration. All qualified applicants will receive consideration for employment regardless of race, ethnicity, age, religion, national origin, sex, sexual orientation, gender identity, veteran status, disability status, neurodiversity, or any other protected characteristic outlined by federal, state, or local laws.

**Job Type:** Full-time

**Salary:** \$40,000.00 - \$70,000.00 per year

### **Benefits:**

- 401(k)
- 401(k) matching
- Dental Insurance
- Employee assistance program
- Flexible schedule
- Flexible spending account
- Health insurance
- Life insurance
- Paid time off
- Parental leave
- Professional development assistance
- Retirement plan
- Tuition reimbursement
- Vision insurance

**Schedule:** Monday to Friday

**Work Location:** In person