

**Sales Coordinator**

**Irvine, CA**

**Part Time, 20 hours a week**

**Compensation:** Based on Experience (Hourly + Bonuses)

**Position Description:**

The primary role of the Sales Coordinator is to create and execute a new PURPOSE Brand Ambassador program, as well as strategically develop strong community partners in order to grow our sales through event opportunities.

The Sales Coordinator will manage the PURPOSE Brand Ambassadors, starting with a small pilot group and growing the team to nationwide representatives.

The Sales Coordinator will be responsible for communicating the PURPOSE brand, as well as the International Sanctuary mission to community partners and brand ambassadors. The brand ambassador program will need to be fully developed and implemented by the Sales Coordinator, with measurable goals set and creative ideas around how to capture this target group of passionate individuals to successfully sell PURPOSE Jewelry. The Sales Coordinator will also lead the Brand Ambassadors, ensuring they have all they need to execute their role.

**Responsibilities:**

*Event Coordination*

- Develop strong connections with local community partners, such as organizations, churches, and corporations to create new selling event opportunities
- Coordinate all event inquiries, plan and execute to ensure success
- Staff events with appropriate Brand Ambassadors
- Sync up with Fulfillment Supervisor to ensure events are being properly packed and inventory is available on time
- Work with Marketing and Sales team on strategic promotions, product highlights, sales, campaigns, and pricing.
- Create appropriate metrics and report on them weekly
- Maximize ROI by increasing per-event sales as well as growing the number of lucrative events each quarter
- Brainstorm and implement new and innovative growth strategies around events

*Brand Ambassador Program Coordination*

- Develop the PURPOSE Brand Ambassador program, including research, roll out, marketing, key performance metrics, budget, etc
- Coordinate a soft roll out/ "testing" period for this program

- Manage Ambassadors individually and as a team
- Develop scalable infrastructure for tracking per Ambassador
- Conduct routine correspondence with all PURPOSE Ambassadors to develop selling tactics, brand awareness and problem-solve for any issues that arise
- Grow the program incrementally by increasing number of ambassadors potentially nationwide
- Work with Marketing and Sales team to develop strategic promotions, product pushes, special campaigns, and new event opportunities,

**Qualifications:**

- *Passion for Serving.* A deep passion for not only customers and accounts that PURPOSE Jewelry serves, but also for the mission of the organization – to empower survivors of human trafficking to embrace their true identity and worth
- Sales experience
- Experience with managing a team of sales representatives
- Numbers-drive, capable of developing and managing metrics
- People person able to motivate a team
- Excellent at problem-solving
- Bachelor's degree in marketing or communications a plus
- 2+ years of relevant experience
- Excellent written and verbal communication
- Innovative, creative, motivated and organized

Please submit resumes and cover letter to [careers@isanctuary.org](mailto:careers@isanctuary.org)