



# EXAMPLE OF A POORLY WRITTEN JOB AD

## Senior Sales & Marketing Executive

Looking for a strategic leader to help lead a 20+ person sales team. This management role will be responsible for helping drive our go-to-market strategy and will be tasked with enabling the sales organization to execute on our vision and strategy. This individual will manage a team focused on Retail & Market Research, Sales Training, and Product Marketing. This leader will need to influence effectively across the organization, working closely with IT, Analytics, Product, Marketing and Customer Service functions.

We are a leading global provider of marketing communications with industry technology and advances. With 30+ years in the business, we continue to grow using our resources and knowledge to help our clients throughout a wide range of verticals.

Reporting to the VP of U.S. sales, the ideal candidate should have direct experience working with a CPG business and be an excellent influencer at all levels. Having a level of comfort working with data, and an understanding of the sales process all will be critical to success in the role.

### Position Qualifications:

- 12-15 years of sales and marketing experience in a large CPG company
- Understanding of CRM
- Knowledge of Sales, Sales Process and Sales Methodologies and their implementation
- Direct sales experience in software is required
- Excellent verbal, written and presentation communication skills
- Strong organizational skills; ability to multi-task
- Experience collaborating in a close team environment and across multiple departments
- Desire to learn new skills and adaptable to change
- Solid computer skills including Power Point and Excel
- Passionate about selling and creating value for customers with deep understanding of marketing demographics
- Self-motivated, creative, results driven, consultative, solution oriented, and persuasive
- Have an in-depth knowledge marketing and promotion initiatives
- Participate in trade shows and seminars
- Person must live in Chicago, IL
- Willing to travel 30%
- Bachelor degree in Business, Marketing or Management required

Send your resume to [jsmith@abccompany.com](mailto:jsmith@abccompany.com)

***Sounds just like a job description, NOT a job ad. It needs to be short and sweet. It needs sizzle or a grabber. There are too many qualifications. It's missing benefit information & an explanation of "what's in it for the applicant?". And, the company information is not compelling.***