



## EXAMPLE OF AN OUTDATED JOB DESCRIPTION

### Senior Sales & Marketing Executive

This management role will be responsible for helping drive our go-to-market strategy and enabling the sales organization to execute on our vision and strategy. In addition to building out strategy, this person will need to influence effectively across the organization.

The person in this role should have direct experience working within CPG. This person should be an excellent influencer at all levels, but particularly able to lead at the senior levels of an organization. Having extensive knowledge of CPG and an understanding of the sales process 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 of marketing and promotion initiatives
- Participate in trade shows and seminars
- Person must live in Chicago, IL
- Willing to travel 25%
- Bachelor degree in Business, Marketing or Management required

*In some states its discriminatory to bracket years of experience. You should keep the bracket open ended (i.e. 12+ years). The focus seems too heavy on background qualifications vs. what the person will do in the role, and it lacks key job responsibilities. There are way too many qualifications (keep to 5-7 "must haves"). It states you need software experience but it doesn't clarify what kind of software. Many of the qualifications are subjective. It does not mention anything about direct reports or who the position will report to. And, it's missing the benefit information and an explanation of "what's in it for the applicant?".*