



## HEAD OF SALES AND MARKETING

### Who Are You?

Step into the role of Head of Sales and Marketing, where you will orchestrate the strategic direction and execution of our sales and marketing efforts for our Class B RV business. This position is ideal for a visionary leader who is adept at navigating the complexities of both sales and marketing landscapes, fostering synergy between the two to drive unparalleled growth.

### Role Overview

As the Head of Sales and Marketing, you hold a critical leadership position that bridges the gap between market demands and revenue generation. You are responsible for setting the strategic vision for sales and marketing, ensuring alignment with the company's goals, and leading both departments towards achieving these objectives. Your role encompasses strategic planning, team leadership, market analysis, and performance optimization.

### Essential Functions

- Develop and implement integrated sales and marketing strategies that effectively target the Van Life, Camper Van, and Class B RV markets and drive company growth.
- Lead and inspire the sales and marketing teams, promoting a culture exemplifying our core values.
- Analyze market trends, consumer behavior, and competitive landscape to inform strategic decisions.
- Oversee the coordination between sales and marketing to ensure unified messaging and goals.
- Manage the overall budgets for sales and marketing, ensuring effective allocation of resources for maximum impact.
- Represent the company at industry events, in media interviews, and during partner negotiations to enhance brand visibility and business opportunities.

### Ideal Experience

- Extensive experience in sales and marketing leadership within the Van Life, Camper Van, RV, or automotive industry preferred.
- Proven track record of developing and executing successful sales and marketing strategies.

- Strong leadership and team-building skills, with the ability to motivate and manage diverse teams.
- Excellent analytical, negotiation, and decision-making skills.
- Familiarity with digital marketing strategies, social media, and CRM systems.
- Ability to work in a fast-paced environment and adapt to industry changes.

### **Core Traits**

- Assertive and Open Minded
- Self-aware
- Ambitious
- Authentic
- Not assholes

### **Physical Requirements**

- Must be able to sit/stand for extended periods.
- Flexibility to work in varying environments, including occasional visits to outdoor locations or events.

### **The Nitty-Gritty**

- Job Type: Full-time, Salary
- Schedule: May vary week to week depending on business needs
- Base Wage \$100,000 DOE with Performance-Based Bonuses
- Benefits: Health, Dental, Vision, Wellness/Fitness, 401(k), FTO
- Job Location: Primarily Rifle, CO with some flexibility for remote work

To apply, please send your cover letter and resume to [careers@dmvans.com](mailto:careers@dmvans.com), showcasing why you are the perfect fit for leading our sales and marketing into the future.