Job title: V.P. of Marketing & Sales

Department: Executive

Reports to: Parker MacRae, CEO and Burt Dillon, CFO

Approved by: Parker MacRae, CEO

Approved date:

**Summary:**

Our company is primarily a company that furthers acceptance for marijuana, and is dedicated to the development, improvement, and marketing of marijuana and marijuana-related products and services for the enhancement of our society and economy.

This position with Parker Pot offers a unique opportunity to work with a fast-moving organization focused on high profile explosive growth of this new market.

Directs, administers, and coordinates the sales and marketing activities of the organization in support of policies, goals, and objectives established by the Chief Executive Officer and the Board of Directors by performing the following duties personally or through subordinate managers.

**Essential Duties & Responsibilities -** Includes the following: Other Duties May be Assigned.

1. Guides and directs management in the marketing, promotion, and sale of the organization's products and services.
2. Directs the preparation of short term and long-range plans and budgets based on broad corporate goals and growth objectives.
3. Maintains a sound plan of corporate organization establishing policies to insure adequate management development and to provide for capable management succession.
4. Develops and installs procedures and controls to promote communication and adequate information flow.
5. Establishes sales and marketing policies consistent with the Chief Executive Officer's broad policies and objectives and ensures their execution.
6. Evaluates the sales and marketing results regularly and systematically and reports these results to the Chief Executive Officer.
7. Ensures that the responsibilities, authorities, and accountability of all direct subordinates are defined and understood.
8. Ensures that all sales and marketing activities are carried out in compliance with local, state, and federal regulations and laws governing business Sales and Marketing.

**SUPERVISORY RESPONSIBILITIES**

This V.P. position manages subordinate managers in the Sales and Marketing Department who supervise and oversee employees. This position is responsible for the overall direction, coordination, and evaluation of this unit. This candidate carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

**QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION and/or EXPERIENCE**

Bachelor's degree (B. A.) from four-year College or university; or seven to ten years related experience and/or training; or equivalent combination of education and experience.

**LANGUAGE SKILLS**

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

**MATHEMATICAL SKILLS**

Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

**REASONING ABILITY**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand and talk or hear. The employee frequently is required to walk; use hands to finger, handle, or feel; and reach with hands and arms. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.