



**Position:** Marketing & Sales Operations Specialist  
**Department:** Marketing  
**Reports to:** International Sales & Marketing Manager  
**Post Date:** 4/4/24  
**Pay Range:** 55,000 - 70,000 annually

---

### About the Company

ADG is one of the world's most respected water park and aquatic venue design, construction, and manufacturing firms in the industry offering a comprehensive range of products and services that continue to set the standard throughout our industry. Our commitment to innovation, creativity, and high-quality work is reflected in everything we do, whether that's manufacturing a single component for a wave system or building a complete 20-acre waterpark.

As part of our team, you will have the opportunity to be a part of some of the most dynamic and creative projects taking place in the industry today. While ADG's headquarters is located in Upstate New York, our projects span the globe. And our client list features the best of the best, including Sea World, Six Flags, Wet n' Wild, Dollywood, Marriott, Hyatt, Gaylord Resorts, Hollywood movie productions, and much, much, more.

ADG is a high energy work environment with fast paced deadlines. You are right for our team if you are a proactive problem solver with attention to detail, able to maneuver multiple projects at once and can easily handle multiple and often shifting priorities and get great satisfaction on a job well done!

### About the Role

As a **Marketing & Sales Operations Specialist**, you will report to the International Sales & Marketing Manager. The ideal candidate is a highly organized and critical thinking individual with a strong understanding of both sales and marketing processes. They possess excellent communication skills, thrive in a fast-paced environment and have a proven ability to understand and communicate the value proposition of multiple products and services. This candidate is proficient in utilizing CRM systems, conducting market research, and producing sales/marketing materials. They are a collaborative team player who excels at cross-functional communication and are committed to supporting alignment between sales and marketing teams. Overall, the ideal candidate is detail-oriented, proactive, and dedicated to achieving excellence in sales and marketing functions.

## Key Responsibilities

- Sales & Marketing Data Analysis: utilize CRM and marketing data to develop reports, performance reporting, efficiencies, and work with International Sales & Marketing Manager to develop strategic outreach plans to drive sales revenue for the business.
- Sales Operations Support: assist in the coordination of sales operations by means of market research, sourcing new project opportunities, supplier registrations, and project tender submissions.
- CRM Management: oversee CRM system (Hubspot) to provide better visibility to client/potential client outreach, developing efficient automations, reports, and displays for management to see sales/marketing efforts and associated results easily and clearly.
- Presentation & Proposal Development: utilizing ADG brand standards, develop presentations and proposals to support better communication of company's value proposition, products and services in an organized, effective and compelling manner.
- Outbound Communications: develop targeted direct mail packages and direct sales outreach to introduce new business for the sales team.
- Tradeshow Coordination: oversee grant programs, tradeshow spend/budget tracking, educational opportunities, show services, logistics, and personnel travel.

## Qualified candidates should offer the following experiences and skills

- 3-5 years experience
- Bachelor's degree in Marketing, Sales, Business or Related Field
- Strong writing, editing and communication skills
- Proficiency in design software including Adobe Creative Suite (InDesign, photoshop & Illustrator)
- Strong experience in utilizing and maintaining CRM platforms (Hubspot preferred)
- Excellent time management, organization and priority defining skills.
- Ability to coordinate and manage multiple projects simultaneously.
- Able to meet tight deadlines and work in a fast-paced environment with changing priorities.
- Creative project approach and willingness to learn.
- This is an on-site position that will be based in our corporate headquarters in Cohoes, NY.
- Must be legally eligible to work in the US.
- A team player!

## Why ADG?

Our team members are hardworking, dedicated and highly respected within the industries that we serve. Our reputation has been built on delivering creative and innovative solutions with a “whatever it takes” approach to client satisfaction. The foundation of our success has been built upon the talents and integrity of our employees, and we value the contributions of every team member.

As you help build ADG's success, we are committed to helping you build a prosperous and successful future. We offer challenging career opportunities, competitive salaries, and a comprehensive suite of benefits to promote the health and financial security for you and your family.

Every ADG employee is empowered to act in ways that make each day better, whether that’s lending a hand to a colleague or bringing forward a new client solution or process improvement. Individually and collectively, our work achieves results that make a difference — for our clients, our client's customers, and ourselves.

## Benefits

- Competitive Paid Time Off
- Company Paid Holidays
- Comprehensive health care insurance plan that covers medical, dental, prescription, and vision.
- Competitive 401(k) program with employer matching contributions
- Daily dress code of “business casual”
- A positive work environment
- And much, much more

If interested in applying for this position, please submit resume and writing sample to: [lauren.shafer@aquaticgroup.com](mailto:lauren.shafer@aquaticgroup.com)