



## Position Description

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**Job Title:** Sales Manager  
**Reports to:** Philanthropy & Communications Manager  
**Department:** Philanthropy & Communications

**Overall Function:** To cultivate long-term client relationships and generate organizational revenue through the sales of Camp Joy programs and services to new and existing partners by demonstrating exceptional sales acumen and an unwavering dedication to achieving results.

## Summary of Responsibilities

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1. **New Business Development and Sales** – Actively seek out and develop new business opportunities for Venture Out!, Specialty Camp, and Outdoor School programs. Proactively identify and target potential clients and program partners. Utilize persuasive selling techniques to effectively pitch and close sales, ensuring that Camp Joy's offerings meet clients' stated needs and desired program outcomes.
2. **Client Relationship Management** – Establish and nurture strong relationships with clients and internal partners. Collaborate closely to identify client objectives and discuss program pricing, ensuring an exceptional client experience from initial contact to program delivery. Follow-up with existing client's post-program in partnership with program directors and managers to maintain and strengthen those relationships. Partner with program directors on annual client analysis to identify opportunities for improvement and ensure program offerings are relevant, impactful, and consistently exceed client expectations.
3. **Financial Performance** – Drive revenue generation aligned with Camp Joy's annual sales targets through dedicated sales efforts and a relentless pursuit of closing deals that enhance financial sustainability.
4. **Program Support** – Collaborate energetically with program directors to enhance existing sales efforts and generate new initiatives. Lead small, focused workgroups centered on achieving annual impact, revenue, and client engagement goals while streamlining internal sales processes for greater efficiency.
5. **Community Relationships** - Serve as a dynamic representative for Camp Joy among all stakeholders, including clients, vendors, and community groups. Cultivate and grow new and existing partnerships within the community, championing Camp Joy's mission to expand program visibility and revenue opportunities.
6. **Public Relations, Marketing and Communications** – Partner with the Communications Manager to amplify Camp Joy's presence, ensuring a consistent and engaging Camp Joy voice across all media channels, including the website, social media, newsletters, and sales materials.
7. **Business Operations** – Adhere to and enforce all Camp Joy policies, procedures, and deadlines. Maintain effective communication with all Camp Joy teams and efficiently manage internal processes related to program pricing, proposal writing, and scheduling.
8. **Culture** – Model the Camp Joy Way: a culture of client focus, collaboration, discipline, continuous improvement, creativity and innovation, and accountability focused on Camp Joy's mission and values.

## Requirements:

- Must be a self-starter with the ability to work a flexible schedule, including at least 50% off-site with minimal supervision.
- High energy, determination, and a proven ability to close sales effectively.
- Applicants must be able to carry supplies, etc. of at least 10 lbs., be able to work in outdoor environment in all types of weather and walk on uneven pavement.

## Qualifications:

- Applicants must have a 4-year college degree with 3 to 5 years of sales experience.
- Experience and knowledge of sales process including prospecting, sales planning, consultative sales, and closing skills. Ideally is familiar with the concepts of experiential training and facilitation.
- Experience and knowledge of marketing and branding.
- Applicant must be organized, outgoing, service oriented, have excellent communication skills, ability to manage, and strong attention to detail.
- Experience working in a computerized office environment with team orientation and multi-functional responsibilities.
- Strong computer competency with experience in Microsoft software applications.
- Applicant must have a valid driver's license and be insurable under Camp Joy's policy.

*Camp Joy is an equal opportunity employer committed to fostering a diverse, inclusive, and equitable workplace. We welcome and encourage applicants of all backgrounds, experiences, and abilities to apply. We do not discriminate on the basis of race, color, religion, sex, gender identity, sexual orientation, national origin, age, disability, veteran status, or any other protected characteristic under applicable law.*

*If you require accommodations during the hiring process, please let us know, and we will make reasonable efforts to assist you.*