



**Position:** V.P. of Sales and Marketing

**Start Date:** ASAP

**Reports to:** Chairman and General Manager

### **Company Summary**

Haining Oregon Nursery Technologies (“HONT”) is a foreign-invested company with a commercial nursery in Haining, Zhejiang and headquarters in Hangzhou. HONT is dedicated to introducing premium-quality, vibrantly-colored trees to China using state of the art growing technology. HONT believes this will make China a more beautiful and cleaner country. In 2014, HONT imported over 500,000 trees and over 132 varieties to its nursery in Haining. By 2015, HONT is adding a new nursery location, and its inventory will grow to nearly 900,000 trees. HONT seeks a Vice President of Sales and Marketing to help provide leadership and management to its sales and marketing programs in the China market.

### **Job Responsibilities:**

- Responsible for developing sales and marketing strategies and executing strategic initiatives across all platforms.
- Establish and implement short and long term sales goals, objectives, policies, and operating procedures.
- Direct and manage marketing and sales staff to identify and develop new customers.
- Research and develop marketing and sales programs in response to market trend and demand.
- Develop and manage sales and marketing budgets.
- Supervise the planning and development of company marketing and sales materials.
- Directly manage and sell to key accounts.
- Performs all other duties and responsibilities as assigned by management.

### **Knowledge and Skill Requirements:**

- Experience in strategic planning and execution. Knowledge of structuring sales quota and revenue expectations.
- Experience in planning marketing strategies, advertising and promotional efforts.
- Excellent professional written and verbal communication and interpersonal skills. Ability to multitask and motivate teams to produce quality and effective results within tight timeframes.
- Proficient in Microsoft Word, Excel, and Power Point. Access is a plus.

### **Education and/or experience:**

- 4-year college degree in Business Administration with focus in Marketing and Sales, Leadership, and Managerial Accounting/budgeting. MBA preferred.
- Two (2) to five (5) years of related experience and/or training, preferably in a horticulture setting.
- Professionally fluent in English and Mandarin Chinese to prepare reports and communicate with management.



**Compensation**  
Depends on experience