



**EMPLOYMENT OPPORTUNITY**  
Associated Students  
at Sacramento State  
**Peak Adventures**  
**Sales and Outreach Specialist**

**Position Summary:** Peak Adventures is a unique outdoor recreation program of Associated Students, Inc. at Sacramento State. Our primary services are teambuilding, outdoor trips, bike shop services and equipment rentals. Under the supervision of the Peak Adventures Director, the Sales and Outreach Specialist is responsible for promoting and selling Peak Adventures' services to current and new clients. Primary focus will be selling teambuilding and custom outdoor trip products. Promotional strategies will focus on group and individual sales/networking and measuring effectiveness of various outreach strategies. Outreach efforts will include identification and pursuit of grant partnership opportunities. This Sales and Marketing Specialist is expected to maintain positive business and customer relationships that support the growth and positive reputation of Peak Adventures.

**Start Date:** Fall 2017  
**Time Base:** Full time, Benefits  
**Application Deadline:** Open until position is filled  
**Compensation:** \$17.00 per hour

**ESSENTIAL DUTIES & RESPONSIBILITIES**

- Effectively establish, develop, and maintain relationships with past and potential clients. Work with customers to find what they want, create solutions and ensure a smooth and timely sales process.
- Implement and maintain CRM software and methodology to enhance the customer experience and increase the efficiency of the sales process. Maintain accurate client records. Expedite sales solutions and work collaboratively with other operational staff to maximize customer satisfaction. Develop and implement tools for measuring customer satisfaction.
- Outreach to campus and community groups in order to educate them on Peak Adventures products and services. Identify target markets and establish sales lead generation strategies as well as customer loyalty strategies. Measure the effectiveness of sales strategies. Provide sales reports as needed.
- Coordinate with Marketing Specialist and Director to develop marketing collateral needed to support outreach efforts.
- Coordinate with Director to determine ways to outreach participants and recruit applicants that reflect the diverse populations on campus and the Sacramento region we serve.
- Attend campus and off-campus meetings and networking events to promote Peak Adventures. Use of personal or company vehicle will be required on occasion. Organize and staff promotional booth events and classroom visits. Train other staff in presentation and sales techniques to increase effectiveness of promotional booth events, classroom visits and other sales, outreach and promotional efforts.
- Set sales goals and promote growth by initiating innovative and practical sales strategies. Acquire leads and grow referral system through partnerships and active participation in business networking. Promote services and products in a manner that has continuity with overall branding and marketing efforts within the program.
- Organize and manage special projects and outreach events. This entails planning, marketing, implementing, staffing and assessment. This may also involve recruiting and supervising volunteers, obtaining donations, and grant proposal submissions.
- Assist the Director in planning for the various fiscal needs that support sales strategies.
- Other duties may be assigned.

**CORE COMPETENCIES**

- Exceptional customer service skills
- Relationship management skills and openness to feedback
- Strong organizational and time management skills
- Attention to detail a must
- Ability to communicate effectively both verbally and in writing
- Good analytical and problem-solving skills
- Ability to follow oral and written instructions

**MINIMUM QUALIFICATIONS**

- Excellent knowledge of MS Office
- Familiarity with CRM practices
- Sales and/or customer service experience
- Ability to create and deliver presentations tailored to the audience needs
- Ability to climb ladders and lift, move and/or carry up to 30 pounds
- Ability to work outside of a typical work week
- Valid California Class B Driver's License

## PREFERRED QUALIFICATIONS

- Bachelor's degree in any field
- Passionate about the recreation industry

## **How to Apply**

**\*Cover letter is required.\***

By Mail  
Associated Students,  
Inc.  
Peak Adventures  
6000 J Street  
Sacramento CA  
95819-6011

FAX  
ATTN: Human  
Resources  
(916) 278- 7290

In Person  
The Well  
Peak Adventures  
6000 J Street  
Sacramento CA  
95819-6011

Online  
<https://us851.dayforcehcm.com/CandidatePortal/en-US/asi/Posting/View/149> or by visiting us at  
asi.csus.edu

Associated Students is a nonprofit corporation and an auxiliary organization of California State University, Sacramento providing a wide range of programs and services to the students of CSUS. Therefore, ASI employees are not state employees.

**Associated Students is an Equal Opportunity employer.**

[www.asi.csus.edu](http://www.asi.csus.edu)

### **Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act Statement**

In compliance with the Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act, California State University, Sacramento has made crime statistics available on-line at [www.csus.edu/police/cleryact.htm](http://www.csus.edu/police/cleryact.htm)