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## POSITION DESCRIPTION

**Position Title:** UAS and Workforce Specialist

**Department:** Sales

**Reports To:** Executive Director

**Supervises:** No

**Employment Type:** Full-Time

**Classification:** Salary + Commission

**Date:** April 1, 2023

**Location:** Remote – Based in either Florida or Ohio

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### Position Purpose

To maximize the sale of USI product offerings to the academic, commercial, and niche autonomous marketplaces, through the placement of applicable solutions that promote initial and recurring customer success.

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### Major Responsibilities and Duties:

- Annual sales planning and management for the assigned territory/markets to include:
  - Market analysis
    - Size of market – by product type
    - Identification and Location of prospects – identify clustering opportunities to lower customer acquisition cost.
    - Trends – monitor and report on Industry, customer, competitor and buying trends.
    - External factors affecting your market and suggestions to capitalize on these and/or minimize impact, including, but not limited to local, state, and national initiatives and funding programs that impact UAS Workforce Development opportunities.
    - Competitive insight – Monitor and report on company, product, price, and key prospect activities as applicable.
    - Target states based on favorable external conditions.
  - Identify and suggest Marketing needs required to support sales efforts.
  - Participate as required and appropriate in the Company's social media promotional activities.
  - Participation in tradeshow, conference and customer events, including budgeting, planning, execution and ROI reporting.
  - Travel expense budgeting. proactive management and reporting
  - Suggest New and/or modified products with supporting reasoning and benefit analysis.
  - Review and report on approved sales plan on a monthly, quarterly, and annual basis



- Maintain required currency of knowledge on the overall industry and applicable products and services, as well as maintaining an overall awareness of the specific markets for which you are responsible. Report on changes occurring within your territory and their positive or negative impact on sales. Suggest plan modifications to meet budgeted forecast.
- Sales activities will include, but not be limited to the following:
  - selling USI services via in person sales meetings, telephonic or web conference sales
  - contacting your prospects, establishing positive relationships, presenting sales information to the prospects, and working each prospect as needed to a closed sale or other definitive outcome
  - telephone, web-based, and face-to-face demonstrations of company products and services
  - representing company at tradeshow, conferences, and other events.
  - Hubspot database management for accurate and current prospect and deal tracking and communications.
  - proposal preparation, submission and follow up.
  - self-generating leads as required to meet or beat sales plan totals.
  - Prompt Follow up on all leads until there is a definitive status or lack of continued communication from prospect
  - Building relationships with existing and new customers in an effort to sell additional products to them and request referral leads or introduction from them
  - closing sales and providing all relevant details to USI accounting or other applicable parties as required
  - coordinating new account hand-offs to appropriate product/operations manager (customer support)
- Proactive participation in sales and marketing projects such as advertising, web, and marketing campaigns as needed within assigned territory.
- Promote new or improved processes and procedures that will result in improved sales cycles, closure rates, and operational implementation.
- Monthly/quarterly/annual reporting on the above as required.

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**Qualifications:**

- 4-year college degree, or equivalent work experience.
  - Previous experience in the Unmanned Aircraft Systems industry
  - Previous experience (5 year minimum) in sales and/or business development, preferably business to business sales
  - Good working knowledge of all Microsoft Office programs.
  - Good working knowledge of contact management databases, such as Hubspot or Salesforce.
  - Public speaking and group presentation skills are a plus.
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## **Physical Requirements/Work Environment**

- Job responsibilities require remote work.
  - Must be able to work in a travel environment, including hotel, airlines, rental, or personal car.
  - Must be available to travel frequently – 5 or more days per month possible.
  - Must be able to hear well and speak clearly to allow efficient phone communications.
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## **Intent and Function of Position Descriptions**

*Position descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well-constructed position descriptions are an integral part of an effective compensation system.*

*All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the position. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all-inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.*

*Position descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.*