



Marketing & Business Development Executive

Date 13/01/2023

Location: Nenagh Road, Thurles, Tipperary

Company: RPM Power - Fitness Equipment Company

12 month contract | Full Time (on-site)

About RPM Power

RPM Power has been providing high-quality strengthening & rehabilitation products to customers worldwide for almost 25 years. Launched in 1998, the company achieved strong international sales success with its popular Powerball® wrist exercisers, quickly expanding its product range as the global home fitness market grew. Always with a focus on quality and brand value, the company is now home to an exciting collection of over 400 full-body exercise products, including its own innovative range of fitness equipment.

RPM Power sells internationally through its rpmpower.com webstore and across multiple Amazon platforms. Additionally, it supplies its products to a variety of distributors across Europe and also via its own Tipperary retail store where it currently serves both retail and commercial customers.

The product range continues to grow each month and the company is looking for a Marketing & Business Development person who will take responsibility for developing the recently expanded showroom / retail store while also developing its growing B2B sales nationally and internationally.

About the role

We have an immediate vacancy for a motivated individual to join RPM Power's Marketing team. This role will be based in our Thurles office and will report directly to the company's Managing Director.

As Marketing & Business Development Executive, it will be your responsibility to communicate the various benefits of the company's products in order to drive sales. You will serve as the main point of contact between the business and its customers (B2B, B2C & sports & fitness clubs). You will be representing the brand image and values from the front and have full responsibility of effectively managing the showroom operations in addition to being the main point of contact for the expanding B2B section of RPM Power.

As the successful applicant, you will acquire an in-depth knowledge of the RPM Power product range and services plus have a comprehensive understanding of our customers' needs. You will be expected to provide excellent advice and build essential relationships with customers.



The role will be a mix of [office based] liaising with our marketing team and developing sales and marketing strategies for our B2B & sports and fitness sales channels (circa 75%) and [showroom based] sales & dealing with customer enquiries (circa 25%).

This is a role with significant potential for career development; the right candidate will have an ability to take this role to wherever they desire based entirely on performance.

Key Responsibilities

- Adopt a keen interest in the product range and acquire a comprehensive understanding of product benefits to help provide excellent advice & recommendations to customers
- Perform a needs analysis of existing/potential customers to help meet their requirements
- Establish, develop and maintain positive business and customer relationships
- Reach out to customer leads through various outreach channels
- Achieve agreed upon sales targets and outcomes within schedule
- Coordinate sales effort with marketing team members and other departments
- Analyze the territory/market's potential, track sales and status reports
- Supply management with reports on customer needs, problems, interests, competitive activities, and potential for new products and services
- Support Marketing Manager in defining the Marketing strategy and providing input to product portfolio management for guidance on future product purchases
- Perform analysis and reporting on sales performance
- Design and help execute marketing campaigns under guidance from the Marketing Team
- Build trusting relationships with customers and enable a memorable in-store experience

Ideal Candidate

- 2+ years experience in a marketing/sales/business development or similar
- Sports & fitness industry experience
- A friendly outgoing personality and ambition to deliver beyond customers' expectations
- A proven track record of delivering results in a sales, marketing or business development role
- Outstanding, professional communication and interpersonal skills
- Excellent teamwork skills and as well as the ability to work on your own initiative
- Desire to perform at a high level and the ambition to continuously learn
- Experience in B2B and B2C marketing, communications or sales, Proven ability to execute against plans and targets
- Ability to work in a fast paced, deadline driven environment
- Excellent organisational skills
- Competent communicator
- 3rd level qualification, preferably in Marketing or Business

Advantageous skills & experience



- Experience in using MS Office, POS systems
- Sales experience
- Knowledge of, or a keen interest in fitness

Compensation Details

- Competitive salary with performance bonus
- Flexible working (in alignment with our core hours)
- Career progression opportunities
- Discount on RPM Power products

Are you the ideal candidate for this role? Email your CV to miriam@rpmpower.com no later than 27th January 2023