

DynaCal, LLC

Director of Marketing and New Business Development

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About DynaCal

DynaCal is a privately-owned web-based software development company in Northwest Ohio. The company was established in 2002 and has successfully developed 2 web-based software systems designed for schools and churches that are sold on a SaaS (Software as a Service) basis. DynaCal has experienced steady growth and currently has nearly 300 school and church customers in 30 states.

Summary of Director of Marketing and New Business Development

The ideal candidate will be an outgoing, sales oriented person with good communication skills and solid computer skills. Sales and marketing experience, or working in administration / facilities management in, K-12 Schools will be extremely valuable.

Responsibilities of Director of Marketing and New Business Development:

- Responsibilities include direct sales efforts to large K-12 school districts and Educational Service Centers throughout Ohio, Michigan and Indiana
- Conduct software demonstrations in person and via web meetings
- Occasional travel in Ohio, Indiana, Michigan
- Prepare sales proposals for prospective customers
- Conduct interviews with existing and prospective customers to identify potential new software features
- Work with owner and software developers to create development plans for new software features
- Regularly update website content to ensure prospective customers receive current, relevant information
- Write weekly blog posts for prospective customers and existing software users
- Create monthly user email newsletter

Requirements for Director of Marketing and New Business Development:

- This newly created position requires a highly motivated, self-starter
- A background in school administration or facilities management extremely valuable
- Additional skills include excellent written and verbal communication, inter-personal, organization and negotiation skills
- Proficiency in Microsoft Word, Excel and PowerPoint required
- General CRM system experience helpful

Wages and Benefits

- Base Salary plus Commission, commensurate with experience
- Health Insurance
- Paid Vacation

Qualified candidates who have a great attitude, with a high-energy personality are invited to apply for this opportunity. For immediate confidential consideration, please provide a cover letter and current resume in a Word document via e-mail.

Contact: Arlan Yoder, President at Arlan@dyncal.com

Find out more about DynaCal at www.dyncal.com