

# CALSTONE

*Because Quality Matters*

## **Director of Hardscape Sales & Marketing**

### **Job Description**

The Director of Hardscape Sales & Marketing is responsible for planning and implementing sales and marketing programs, both short and long range in new and existing markets.

### **Company Description**

Calstone is a 4th generation family owned manufacturing business operating in in the San Francisco bay area since 1948. We are passionately committed to supplying the highest quality concrete Masonry and Hardscape products available anywhere in the world to Northern California. We have 3 manufacturing facilities in Gilroy, San Martin, and Tracy. We are approximately 80 employees strong, management light, and distinctly not corporate. We value hard work, dedication, and a team spirit.

### **Position Responsibilities**

- Develop and manage inside and outside sales teams, including staffing, training, and performance evaluations.
- Develop sales goals and analyze monthly performance.
- Develop and manage sales & marketing budgets.
- Analyze expenditures to optimize return on investment.
- Prepare reports illustrating sales volume, market share, potential sales, and areas of proposed expansion.
- Collaborate with Division Director in developing product line and pricing strategies.
- Assist Director of Manufacturing in product research and development
- Work directly with Hardscape contractors, engineers, developers, architects, and distributors.
- Establish and maintain relationships with industry influencers and key strategic partners.
- Monitor competitor products, sales, and marketing.
- Conduct market research and adjust sales and marketing strategies to meet evolving market conditions.

### **Desired prerequisites**

- Degree in sales, marketing, or business administration.
- 10 years work experience in related field
- 5 years sales team management
- Residence in San Francisco Bay area

### **Compensation & Benefits**

- Competitive salary commensurate with experience in similar role
- Annual profit sharing bonus
- Multiple health plan options (Kaiser, HMO, PPO)
- 401k with fixed 3% employer contribution
- 2 weeks PTO first year increasing up to 5 weeks per year based on years of service
- Car allowance at IRS maximum plus fuel
- 8 paid holidays per year