

## ServiceMaster of Boulder County

### Professional Assignment

**Title:**           **MARKETING DIRECTOR**

**Purpose:**       The Marketing Representative will be responsible for the daily marketing activities for the Emergency Services and Fire/Pack-out departments. The Marketing Rep will promote and model the core values and mission of the business, to both teammates and clients. He will be primarily responsible for agent marketing and commercial emergency services marketing, and will be responsible for increasing the sales volume of both departments.

**Core Values:** To be modeled by the Marketing Representative

Integrity and Accountability:   Conduct ourselves always in a manner consistent with unassailable personal and professional ethics. Treat others with openness and honesty in all interactions and communications internally and externally. Be accountable emotionally and financially for personal and professional mistakes and errors in judgment. Commit to the value by communicating the value at every opportunity to all teammates, customers and stakeholders. View and discuss all problem solving through the lens of this value.

Professionalism:   Provide continual support for life-long learning, knowledge attainment, and the development of expertise and skill sets that benefit both the team and the individual through service to the customer. This value is the standard bearer for the perception of our team by our customers and clients, connoting expertise, confidence, and pride in service delivery and in communications with stakeholders on projects. The value serves as a company-wide prompt to be on the lookout for every opportunity to improve all aspects of service and relationships.

People Development through Training and Empowerment:   Help people to grow and develop by continual coaching, modeling values, and formal training to become better team contributors, to reach their own potential, and to become effective communicators and decision makers.

Continual Growth and Improvement:   Always striving to increase revenues, primarily by becoming a more marketing focused organization. Increasing margins while improving existing and acquiring new techniques, processes, systems and profit centers. Requires that we embrace innovation, small risk-taking, and fast failures; and that we pay attention to and conduct research and experimentation. Commitment and support for this value should be driven top-down to adjust and adapt to existing and new strategies, training, technology, tools, and programs.

### **Mission Statement:**

Rigorous integrity, accountability, and professionalism in the delivery of our Emergency and Cleaning Services will ensure that we bring Peace of Mind to our customers and clients. We will grow our business by being the primary choice of our insurance clients and we will add value to our clients' relationships with their policyholders. We will invest continuously in the development of our teammates and processes through professional coaching and training and constant improvement of procedures and systems. We believe our appreciating assets are our teammates, our clients, and our community, and we will invest in our community by redirecting a percentage of profits back into the local community with "services-in-kind" as "we are all in this together".

## **Professional Contribution:**

1. Develop and maintain relationships within agent database
2. Perform file reviews with agents
3. Manage and recruit for monthly Continuing Education classes for insurance agency representatives
4. Provide for growth in revenues and profits
5. Manage marketing system for commercial EMS accounts
6. Model enthusiasm, effectiveness, and creativity

## **Goals and Projects: 3<sup>rd</sup> Quarter 2010**

1. Complete basic training in first 2 weeks, documented in Chronicle
2. Visit 10 disaster jobs in progress, document in Chronicle
3. Present order for marketing materials for agent visits and commercial marketing by August 15.
4. Complete initial and basic DR water/fire training by July 25, including 10 job visits, documented in Chron.
5. Recruit for CE class August 25, 20+ participants.
6. Complete introductory visit to all agencies by end of September, document in Chronicle
7. Complete 20 agent file reviews

## **Accountability:**

Hold a weekly progress report, 20/20 meeting with General Manager.

## **Professionalism:**

The Marketing Representative's appearance, attitude, behavior and relationships will reflect the core values of integrity, accountability, professionalism, teamwork, and continual improvement. The Marketing Representative will bring his true and best self to work each day and find the best way to contribute to our team and represent us to our clients.