

Date Posted: January 24, 2024

Sales Specialist, Sign and Display

Edmonton, AB

Backed by a fifth-generation family-owned company, Spicers is a leading distributor of commercial print and business papers, specialty products, graphic solutions, sign & display equipment and materials, and packaging and facility supplies and equipment.

We're based in Vaughan, Ontario, with 19 regional locations that include custom manufacturing facilities in Edmonton, Toronto and Winnipeg, as well as cash and carry locations, product showrooms and equipment demo sites.

We are currently looking for a **Full-Time Sales Specialist, Sign and Display** in Edmonton, AB reporting to the Western Canadian Sales Manager, Graphic Systems Group.

Position Summary

The Sales Specialist, Sign and Display is responsible for the sales of media, equipment and products to customer and end-users. Additionally, the incumbent is responsible for training customers and internal staff on product solutions, trends and pricing; evaluating new media, product or services in collaboration with the team; testing media and products for market acceptance; troubleshooting any issues on the customer side in media non-performance and equipment non-performance; and offering solutions to customers.

Key Responsibilities

Under the supervision of the Western Canadian Sales Manager, Graphic Systems Group, the duties and responsibilities of the Sales Specialist, Sign and Display include, but are not limited to, the following:

- Achieve or exceed the sales and gross profit dollar targets set during forecasting sessions;
- Expand current customer reach in addition to expanding new customers, new market segments;
- Educate customers on current and new products/trends, promotions and additional relevant information;
- Gather and record information systematically regarding present and potential clients in order to provide better account metrics and market share growth;
- Evaluate accounts and products to ensure maximum business potential;
- Provide management with any pertinent developments with respect to our or our competitor's markets, products, services, people and recommendations as necessary;
- Develop sales forecasts and product pricing for the applicable geographical market;
- Stay abreast of developments in the fields of selling, marketing, media products, sign and display technology etc.; and
- Other duties as assigned.

Minimum Requirements

- Completion of a post-secondary degree or diploma in a related field;
- 5 years of sales experience and preferably with sign and display industry;
- Experience in the sign and display or graphic arts;
- Product knowledge of wide format medias and fabrics;
- Strong knowledgebase on equipment used within the industry i.e. digital wide format printers;
- Excellent customer service skills;
- Ability to thrive in a fast-paced environment;
- Strong creative abilities;
- Strong organization and time-management skills;

- Punctual, dependable, and reliable;
- Excellent teamwork and ability to work independently;
- Self-directed and self-motivated; and
- Ability to manage multiple projects and priorities.

Working Conditions

- Ability to travel locally and throughout Northern Alberta;
- Must possess a valid driver's license and have access to a vehicle;
- Ability to work in a busy, open area office;
- May have to spend long hours in concentration which requires attention to detail and high levels of accuracy; and
- Work may require occasional weekend and/or evening work.
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Please inform your immediate supervisor and forward your resume to Human Resources by **Feb 1, 2024**. To apply for this position, you must have completed one year at Spicers Canada ULC in the same job capacity.

Spicers Canada ULC is an equal opportunity employer and welcomes all interested parties. Spicers Canada is able to offer accommodations to potential candidates and new employees during the recruitment and selection process and encourages individuals who may require accommodations to contact humanresources@spicers.ca or 905-265-5000.