Camp Bow Wow® is the premier pet care service providing a fun, safe and upscale environment for dogs to play, romp and receive lots of love and attention. Camp Bow Wow also offers Home Buddies® and Behavior Buddies® services to support all of our customers' pet care needs. The LCMP holds a key role within our Camp, helping spread the word about our brand and helping build our business. If you love animals and people and want to help make their days brighter, this job may be for you!

**Essential Duties and Responsibilities:**
The LCMP supports Camp, Home Buddies and Behavior Buddies growth by increasing new Camper Interviews, growing sales, profitability and general promotion all of the brands. Required Skill Sets:
- Proven inside and outside sales
- Premier customer service skills
- Public Relations: representation of our company in our community
- Ability to create promotions that attract customers: grassroots techniques to advanced marketing strategies
- Excellent written and verbal communication - you love working with clients and businesses face-to-face
- Exceptional organizational and follow-up skills

**Essential Duties and Responsibilities:**
Work out in the community - Outside Sales (~60%):
- Understand Camp services and products
- Build relationships with business owners and pet-related venues to gain support spreading the word about Camp Bow Wow
- Administrative duties
- Represent the Camp in alignment with Camp promotions and priorities
- Confidently work in the community developing leads at a variety of different venues, including, but not limited to…
  - Dog Parks
  - Vets
  - Animal Shelters/Rescue Groups
  - Apartment complexes
  - Trade Shows
  - Community Events
  - Chamber Events/Networking Groups
  - Street Fairs
  - Dog-specific Events
  - Farmers Markets

*Camp Bow Wow is an Equal Opportunity Employer
**Camp Bow Wow uses eVerify*
Camp - Inside Sales (~approximately 40%):

• Perform social media updates to drive brand awareness and increase sales, including: Twitter, Facebook, text message marketing, and more
• Plan marketing strategies and identify appropriate marketing collateral
• Research and implement marketing programs focused on existing client base
• Write the monthly newsletter and distribute to client database
• Establish and execute In-Camp loyalty program
• Identify and implement strategy to maximize client reFURals
• Track ROI
• Follow-up with potential customers and educate customers services they and/or their pets could benefit from
• Perform follow-up calls on leads generated at events, businesses and the dog park to increase interviews and build relationships
• Participate in staff meeting, educating staff on marketing initiatives and goals
• Hosting Yappy Hours and other events at Camp for the current customer and special events for top clients
• Other duties as assigned

Required Skills and Competencies:
• A people person, comfortable in a sales environment with a variety of potential customers in positive and difficult situations both on the phone and in different community venues
• Willing to learn the Camp Bow Wow business and to represent the business in alignment with brand standards, the mission and vision of the company
• Loves dogs and other pets, regardless of breed or species, and able to communicate that love to others
• Understands Business-to-Customer and Business-to-Business marketing and sales concepts and practices
• Experience in market and competitive analysis
• Experience developing a marketing plan
• Creative, out-of-the-box thinker, with a proven track record of sales
• Presents self professionally by dressing and communicating in a professional manner
• Exceptional organizational and time management skills
• Self-directed, needing minimal supervision
• Exceptional computer skills, including the Microsoft® Office suite
• Bachelor's degree in Marketing or equivalent experience in a relationship-based marketing and sales environment

Compensation:
Base pay plus mileage and possibly bonus based on sales metrics

Mark and Connie Garrett, Owners Camp Bow Wow & Behavior Buddies of El Cajon
Phone: (619) 448-WOOF (9663)
elcajon@campbowwow.com www.campbowwow.com/elcajon