



## **SALES & MARKETING MANAGER - TRANSPORTATION & ENERGY**

**Weathernews Inc.** is the World's largest private weather service company, headquartered in Japan. It is the only global weather content maker that employs over 700 staff (including more than 400 meteorologists) in offices in 40 cities in 15 countries and regions, including United States, United Kingdom, Germany, Netherlands, Italy, France, Spain, Denmark, Australia, China, Japan, Korea, Malaysia, Philippines, and Taiwan. It offers a full range of weather content using a "man-machine shareware system". In November 2003, Weathernews became the first weather service company ever listed in the **Tokyo Stock Exchange**.

We are now expanding very quickly in the **USA** and we are looking for young candidates to be introduced in our business development structure in Houston and New York. If you want to know more about the company, please have a look at our website [www.weathernews.com](http://www.weathernews.com)

### **Job Responsibilities**

To accomplish business development activities by researching and developing marketing opportunities and plans in the following sectors:

- Maritime
- Logistics
- Energy
- Transportation

### **Job Duties**

- To achieve marketing and sales objectives by contributing marketing and sales information and recommendations to strategic plans and reviews.
- Preparing and completing action plans; resolving problems; identifying trends; suggesting system improvements and implementing change.
- Meets marketing and sales financial objectives by forecasting requirements.

- Determines annual sales plans and developing annual sales quotas for the area and segments; projecting expected sales volume for existing and new products; analyzing trends and results.
- Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
- Improves product marketability and profitability by researching, identifying, and capitalizing on market opportunities.
- Sustains relationships with key accounts by making periodic visits (mainly Texas, New Jersey, New York, California); exploring specific needs; anticipating new opportunities.
- Provides information by collecting, analyzing, and summarizing data and trends.
- Protects organization's value by keeping information confidential.

### **Skills and Qualifications**

- Understanding of the Maritime/Energy/Logistics Business
- Sales Management
- Marketing Concepts
- Positioning
- Territory Management
- Sales Planning
- Competitive Analysis
- Understanding the Customer Needs
- Client Relationships

### **Location**

- New York and Houston - extensive travel in USA and Canada needed.