



Orren Pickell Building Group, LLC
Job Description
DIRECTOR OF SALES & MARKETING

Job Title: Director of Sales & Marketing
Division: Orren Pickell Building Group, LLC
Reports To: President
FLSA Status: Nonexempt
Prepared By: Lisa Pickell
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Approved By: Lisa Pickell
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SUMMARY OF POSITION

The Director of Sales & Marketing is a strategic and operational role that is a part of the Orren Pickell Companies Leadership Team and reports to the President. The Director of Sales & Marketing will participate in the long-term planning for the Companies as well as lead, manage and assume accountability for the sales and marketing operations. The Director of Sales & Marketing is responsible for guiding and motivating the Sales Team, increasing quality leads, achieving sales deposit goals and strengthening client relationships.

DIRECT AND INDIRECT REPORTS

- New Construction Sales Associates
- Remodeling Sales Associates
- Customer Service
- Marketing Specialists

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Monitor, review, enhance and/or develop, implement and support policies and procedures, aligning the team and current systems, that will improve operation and effectiveness of the Sales & Marketing Department.
- Develop and mentor client-centric associates through recruitment, training, development, goal setting, coaching and appraisal to achieve objectives for the Sales & Marketing Department.
- Provide consistent feedback and support to direct reports via monthly 1:1's and regular lead status reviews.
- Develop and maintain high-level client relationships and take an instrumental role in client satisfaction.
- Recommend specific growth opportunities (e.g. enter new markets, enter new segments, and more effectively penetrate existing opportunities) develop strategies that maximize market share and branding.
- Develop, organize, implement and report timely analysis of the company's sales and marketing efforts including marketing spending, lead traffic and sales deposits.
- Set and review the annual marketing budget/plan and sales goals.

- Planning, budgeting and coordination for open house events and other initiatives to develop leads and increase sales.
- Work with sales associates to set monthly and annual sales goals.
- Assist sales associates in coordination and interaction with other operating departments.
- Study competition to evaluate company position and sales tactics.
- Assist clients with lot purchases via Orren Pickell Property Specialists
- Participate in the development of the company's long term goals, plans and processes.
- Assist in company analysis of client satisfaction and improvement standings to ensure company reputation and client service.
- Conduct weekly staff meetings for project feedback and updates.
- Perform related duties as assigned or needed.

QUALIFICATIONS

A Director of Sales & Marketing must be able to work independently and possess the drive to manage the department and encourage/inspire the Sales Team to achieve or exceed established goals. This requires a creative, energetic and results-oriented leader who excels at balancing multiple priorities and requests. This individual must demonstrate unquestionable integrity and be dedicated to the Company's Core Values focused on developing a strong, collaborative organization. They must be articulate and relate well to individuals at all levels and backgrounds. Superior business acumen is essential. The requirements listed below are representative of the knowledge, skill and/or ability required.

- A strong work history of successful leadership in a sales environment, preferably within the construction or related industry.
- An ability to analyze and diplomatically question existing practices and champion new business development initiatives, management ideas, and value-added sales ideas.
- Driven, tenacious with a strong sense of urgency and a "hunter" mentality in developing new sales activity.
- Communicate clearly and professionally with internal and external clients, in written and verbal forms.
- Establish and strive to achieve clearly defined goals through organized steps and procedures.
- Generate and present new ideas that add value to the business; offers suggestions for innovative ways to solve problems and address challenges.
- Treat colleagues, customers and business partners in a manner that demonstrates respect, integrity, honesty and fairness.
- Possess sufficient business experience and awareness of how individual behaviors impact a company's reputation.
- Strong desire to address customer needs in a professional manner, balancing client and company considerations.

EDUCATION and/or EXPERIENCE

The Director of Sales & Marketing position requires a Bachelor's Degree in Business, Real Estate, or a related degree. The expectation is also for a minimum of 10 years' experience in a sales role with an outstanding record of revenue growth and 5 years of proven sales and team management. A history of successful marketing strategy development, account management, and nurturing high-level customer relationships is also required. Construction or real estate experience of 4-5 years preferred.

LANGUAGE SKILLS

Strong knowledge of English (spelling, punctuation, grammar, format and tone) and of office practices and procedures.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent.

REASONING ABILITY

Ability to receive and assess information to solve practical problems and manage a variety of situations, with the Company Core Values influencing resolutions. Ability to interpret a variety of instructions furnished in written, verbal, diagram, or schedule form.

CERTIFICATES, LICENSES, REGISTRATIONS

Realtor or broker's license is preferred.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to use hands to type, and must also speak and hear. Specific vision abilities required by this job include close vision, distance vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT

Office and showroom environment. When attending site meetings, protective clothing and shoes are required.

COMPENSATION

Commensurate with experience, including base salary, sales commission and potential bonus structure

ORREN PICKELL BUILDING GROUP CORE VALUES

INTEGRITY Honesty is telling the truth. Integrity is telling the truth and doing what you say you're going to do.

PRIDE Our passion and commitment to exceed the expectations of our clients and each other.

TEAM To build with outstanding people who love what they do.

CURIOSITY To realize you don't know what you don't know, and to strive for personal growth and development.

QUALITY If a job is worth doing, it's worth doing well.

