



Necessary Skills and Character:

- Be a creative, self-starter with the ability to work independently.
- Have an interest in building the business to triple profits within the next 2 years.
- Have excellent relationship-building skills in face-to-face and phone interactions.
- Be an effective written and verbal communicator.
- Be skilled at creating reports to inform management of business progress.
- Where skills are lacking, have an ability to develop those skills or hire and manage capable people.
- Willing to travel occasionally.
- *MUST be adept at online sales & marketing in order to grow the business.*

Scope & Responsibilities *(all is not required to begin; the current owners will train.)*

Sales & Marketing

- Sustain and build brand through customer interactions.
- Oversee planning and implementation of advertising (strategy, ads, metrics).
Manage contractors for these services.
- Set goals and create metrics for marketing effectiveness. Analyze metrics weekly and use that data to tune marketing spend and create new marketing tests.
- Report marketing activities through graphic and prose representation.
- Oversee blog and social media posts.

Customer Interaction

The Ridekick brand is built on courteous and prompt response

- Emails and phone calls regarding inquiries about Ridekick International products.
- Phone calls and emails regarding customer orders.
- Emails and phone calls regarding support concerns.
- Emails regarding marketing and public relations opportunities.
- Maintain usable records and database of customer interactions.

Order Fulfillment

- Complete effective packaging of products for shipping.
- Create labels for standard and hazmat shipping.
- Assure that packages are shipped in a timely manner with the correct shipper.
- File claims with shippers when necessary.
- Assure that customer has received tracking information and any communication to give the best possible buying experience with Ridekick International.
- Maintain inventory of shipping supplies (boxes, packing material, labels, etc.)

Production and Quality Checking

- Complete quality control checklist for each Ridekick trailer.
- Document and report any deviations.
- Configure and assemble packs for sealed lead-acid and LiFePO4 batteries.
- Manage 1 or 2 people to do final check (repair any quality problems) and configuration.

Inventory Management

- Maintain, reorder, and report retail product stock levels.
- Maintain, reorder, and report support parts levels.

Service/Support

- Build brand through customer interactions.
- Learn and further develop the troubleshooting guide for completeness and effectiveness.
- Track problems to enable proactive processes to remove class problems. Enter problems into the log to enable tracking metrics and costs.
- Develop pictures and videos to help the customer with repairs.

Business Strategy

- Take periodic look at business growth and profitability with the goal of growing a sustainable and worthwhile business.
- Use customer feedback, web rankings, financial analysis, supplier feedback, and other data to identify areas to make effective change.
- Meet with the board of directors quarterly for review and recommendations for business management.

