



JOB DESCRIPTION: Sales Support Associate

DATE PREPARED: June 30, 2009
LOCATION: Arlington, Texas
PREPARED BY: Human Resources

REPORTS TO: VP of Sales & Marketing
DEPARTMENT: Sales & Marketing
FLSA STATUS: Exempt

Panini America, Inc, (formerly Donruss Playoff) is a premier manufacturer of sports trading cards and collectible memorabilia.

Job Summary Statement:

Provide administrative and event planning support to the VP of Sales & Marketing, Hobby Sales Manager and Retail Sales Manager. This position has event management responsibilities to plan and execute departmental meetings, client-specific meetings, tradeshows and conferences, travel arrangements, etc. Individual must be extremely organized, detailed, analytical, and have the ability to adapt to an ever-changing environment.

Essential Duties and Responsibilities:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill &/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Administrative duties and responsibilities:

- Maintain and update Company agenda of new programs and UPC codes (Rolling Calendar).
- Create product information sheets (Solicitations) for hobby and retail distributors on new programs.
- Direct (DWT) and Masters order forms.
- Email blasts to distributors regarding solicitations, programs and ship date changes, and other correspondence as needed.
- Update client changes with third-party vendor for sales materials dissemination.
- Update and manage information from Sales Team regarding production amount for pre-sold product (Final Forecast).
- Schedule and organize complex activities such as meetings, travel, catering, guest accommodations and department meetings for Sales.
- Create and develop visual presentations as needed.
- Organize and prioritize large volumes of information.
- General support for VP of Sales & Marketing, Hobby Sales Manager and Retail Sales Manager.
- Work integrally with all other departments to obtain facts and figures needed to complete daily and ongoing duties and projects.
- Other duties as assigned.

Event Planning duties and responsibilities:

- Directly responsible for managing company participation in industry tradeshows.
- Handles hotel accommodations and transportation, meals, and travel for participants.
- Coordinate services for events, including logistics, facilities, catering, signage, displays, printing and event security.
- Negotiate contracts as needed with such service providers and suppliers as electricians, audio-visual, technology, hotels, conference centers, etc.
- Coordinate, as needed, accommodation and transportation for participants, event tickets, etc.
- Create purchase orders for event related expenses.
- Review event bills for accuracy and approve for payment.
- Maintain records of event aspects, including financial details.

Current industry tradeshows and events include: (1) Super Bowl; (2) Distributor's Meetings; (3) Kit Young Conference; (4) NFL Rookie Photo Shoot; (5) National Sports Collector's Convention; (6) NBA Rookie Photo Shoot.

Panini America, Inc. is an Equal Employment Opportunity employer.



Knowledge, Skills and Abilities:

- Superb organization and time management ability. Demonstrated ability to juggle multiple competing tasks and demands.
- Effectively manage multiple and concurrent projects within timelines given.
- Excellent computer skills; spelling and grammar. Carefully proofs own work.
- Good phone and communication skills.
- Dependable, takes initiative, takes pride in work.
- Work independently and within a team on special, nonrecurring, and ongoing projects.
- Ability to have a comprehensive knowledge of customer base, vendor relationships, key contacts, and products offered.
- Must have a high level of interpersonal skills to interact and communicate with diverse group of important customers and individuals at all levels of the organization.
- Must have knowledge of a variety of computer software applications in word processing, spreadsheets, database and presentation software (MS Word, Excel, PowerPoint).
- Work requires continual attention to detail in composing, typing and proofing materials, establishing priorities and meeting deadlines.
- Independent judgment is required to plan, prioritize, and organize diversified workload.
- Knowledge of use and operation of standard office equipment.
- Regular attendance is essential. Ability to work additional hours as required; some occasional travel may be required.

Education &/or Experience:

- College courses and or equivalent training in related field preferred.
- Minimum 4 years administrative and/or secretarial experience needed. Experience should be progressive in duties and include hands-on project oriented responsibilities.
- Prior tradeshow or event planning experience a plus.

Physical Demands:

The physical demands described herein 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 the job, the employee is regularly required to:

- Sit for long periods of time at computer terminal and in meetings.
- Stand; be able to retrieve objects.
- Use hands to touch, handle or feel; speak and hear.
- Use close vision, distance vision & color vision, peripheral vision, depth perception, and ability to adjust focus.
- Infrequent light physical effort required.
- Infrequent travel to tradeshow.

Mental Demands and Reasoning Ability:

The mental and reasoning 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.

- Provide clear & concise written & verbal communication.
- Work on multiple tasks & projects simultaneously.
- Apply common sense understanding to carry out instructions and responsibilities of job.

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Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Work performed in an office environment.
- The noise level in the work environment is low to moderate.
- External environment varies according to event locations.

Applicant Statement:

Can you with or without reasonable accommodation perform the essential functions of this job?

(If you have any questions about the functions of the job, please ask the interviewer before answering this question.)

YES NO

If no, describe the functions that cannot be performed.

Applicant Signature _____ Date _____

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