



Position Description

Job Title: General Manager/Executive Sales and Marketing Manager

Position/FLSA Status: Full-time/Exempt

Department: Installation

Reports to: CEO

Location: 17330 State Highway 371 Brainerd MN 56401

Date Issued: January 2026

Date Revised: January 2026

Summary: The General Manager is responsible for leading all day-to-day operations of People's Security Company specializing in residential and commercial security solutions. This position is responsible for driving the company's vision, executing the strategic plan, and ensuring operational excellence. This role oversees business operations, marketing strategy, and sale performance, ensuring strong growth, high customer satisfaction, and operational excellence to position the company as a market leader.

Key Responsibilities:

Strategic Leadership and Operations Management:

- Provide clear directions and leadership to staff on a day-to-day basis to ensure growth.
- Develop and implement the company's strategic plan to achieve growth objectives.
- Develop and implement operational policies, procedures, and performance standards.
- Recruit, train, mentor, and motivate high-performing employees.
- Monitor key business metrics (revenue, margins, installation turnaround times, customer satisfaction)
- Ensure compliance with industry standards, licensing requirements, and safety regulations.
- Ensure alignment between departments, monitor performance metrics, and implement continuous improvements strategies.

Sales & Marketing Management:

- Oversee marketing strategies to grow brand presence and lead generation.
- Identify new market and growth opportunities.
- Coordinate participation in local networking, chamber events, and expo's
- Build and maintain strong relationships with key clients, contractors, and community partners.
- Design and execute marketing campaigns to enhance visibility and market penetration.
- Establish and track sales goals, forecasts, and performance metrics.
- Develop pricing strategies, and competitive proposals for security systems, monitoring services, and related products.
- Utilize technology to enhance sales management process from lead generation to closing of sales.

Financial Accountability:

- Ensure financial stability through growth in RMR.
- Manage budgets, monitor revenue stream, cost controls, and financial performance to ensure profitability.
- Manage vendor relationships, and negotiate pricing on equipment, monitoring contracts, and supplies.
- Analyze market trends and adjust strategies to maintain competitive advantage.

Customer Experience and Quality Assurance:

- Ensure high level of customer satisfaction and retention.
- Ensure a high-quality installation and service experience for all clients.
- Manage escalated customer issues and oversee resolutions.
- Implement quality control processes for installations, service calls, and monitoring operations.

Education/Experience Requirements:

- Bachelor's degree in Business Administration, Marketing, related field or equivalent experience and education
- Proven experience in senior management roles within the security systems or technology industry.
- Strong leadership, communication, and decision-making skills.
- Demonstrated ability to drive sales growth and execute marketing strategies.
- Knowledge of security systems products, services, and industry trends preferred.

Basic Requirements:

- Strategic Thinking
- Strong leadership and team-building abilities
- Strong sales skills with a history of achieving revenue targets.
- Proficiency in marketing strategies and lead generation.
- Excellent communication, customer service, and problems solving abilities.
- Financial Acumen and comfort working with budgets.
- Hold a valid driver's license in the state of Minnesota.
- Occasionally working beyond 40 hours a week, evenings, or weekends.
- Take initiative.
- Deal with stress related to work.

Physical Requirements

- Withstand sitting for extended periods of time while looking at a computer screen.
- Occasional bending, reaching, and light lifting.

Compensation

- Base (\$50,000-\$90,000) based off performance and experience
- Commission
- Bonus

- People's Security benefits include: Medical, HSA, Dental, Vision, Life, Supplemental Life, 401K Retirement Plan, Vacation, Sick Leave, Business Travel Accident, Short-Term and Disability, LTD, MN Paid Leave. Medical exam, drug test and background checks are required.