

## ROOFING INDUSTRY CAREER PATH

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*Nieri Family Department of*  
**CONSTRUCTION SCIENCE  
AND MANAGEMENT**  
*Clemson® University*

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## EXECUTIVE SUMMARY

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The Roofing Alliance, the foundation of the National Roofing Contractors Association (NRCA), and Clemson University's Neiri Family Department of Construction Science and Management partnered together to understand the industry trend for career progression within the roofing industry for college / university graduates. The main objective of this partnership was to develop and document general career path to attract new generation of professionals and retain current professionals within the roofing industry.

Three separate round-table discussions were conducted with various contracting, manufacturing and distributing companies in the roofing industry. A total of nine (9) contractor companies, two (2) distribution companies and three (3) manufacturing companies participated in the round-table discussion. The round-table discussion was successfully able to identify the general career path within major entities in the roofing industry for college / university graduates; specifically the types of positions, experience requirements, responsibilities, average compensation ranges and the benefits offered for each position. This report outlines the detailed findings of the round-table discussion.

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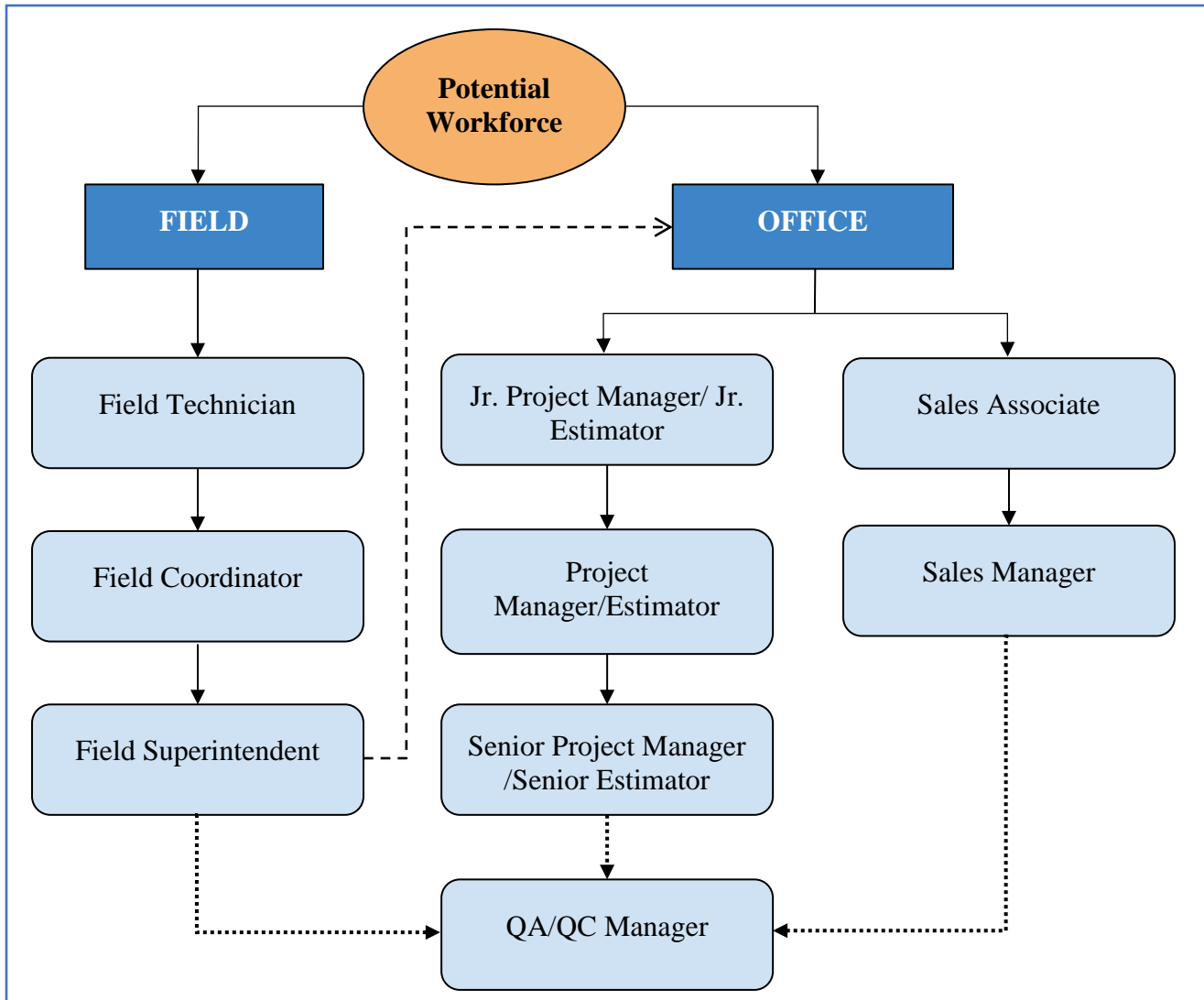
## CONTRACTORS

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The general career progression flowchart and the description for each position for roofing contractors is outlined in this section.

### Career Progression

An entry level position for college / university graduates within roofing contracting companies is field technicians or field coordinators classified as "field position" or a junior project manager / estimator or sales associate classified as "office position". QA / QC Manager positions generally require extensive experience within the roofing industry and is not typically considered an entry level position. The detailed career progression for roofing contracting companies is outlined in Figure 1 below.



*Figure 1 – Career Path – Roofing Contractors*

### Position Description

The positions within the roofing contracting companies are broadly categorized as field and office positions. Each position's description with regards to experience, main responsibilities, average compensation and the benefits are outlined below.

#### *Field Technician*

#### **Experience required**

Entry level position with some trade school-based experience.

#### **Responsibilities**

Installation, material handling and cleanliness on the jobsite.

**Average compensation** - \$50,000-\$65,000

**Benefits**

- Insurance (Health, Vision, Dental)
- 401K match PTO (Paid Time-off)
- Commissions and bonuses (depending on company)
- Vehicle or vehicle allowance
- Profit sharing bonus

*Field Co-Ordinator*

**Experience required**

About four (4) to seven (7) years of experience as a field technician. Can move up faster if given adequate training and proper orientation.

**Responsibilities**

Overseeing projects and coordinating activities that involve sub-contractors.

**Average compensation** - \$50,000 to \$70,000

**Benefits**

- Insurance (Health, Vision, Dental)
- 401K match
- PTO (Paid Time-off)
- Commissions and bonuses (depending on company)
- Vehicle or vehicle allowance
- Profit sharing bonus

*Field Superintendent*

**Experience required**

Prior experience as field technician and / or field coordinator along with some leadership skills. Need to be technically competent.

**Responsibilities**

Overseeing progress on-site, meeting labor / productivity goals, crew scheduling and safety. Able to build management skills for office and management positions.

**Average compensation** - \$70,000 to \$90,000

**Benefits**

- Insurance (Health, Vision, Dental)

- 401K match
- PTO (Paid Time-off)
- Commissions and bonuses (depending on company)
- Vehicle or vehicle allowance
- Profit sharing bonus

### *Junior Project Manager / Junior Estimator*

#### **Experience required**

May be hired internally from the field with prior field experience or a college graduate. Both are typically mentored under senior estimator / project manager.

#### **Responsibilities**

Assisting the project manager, arranging and managing jobsite meetings, estimating for easier scope and low cost jobs, estimating maintenance and service jobs.

**Average compensation** - \$50,000 to \$65,000

#### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K match
- PTO (Paid Time-off)
- Commissions and bonuses (depending on company)
- Vehicle or vehicle allowance
- Profit sharing bonus

### *Project Manager / Estimator*

#### **Experience required**

About five (5) to seven (7) years of experience as a junior project manager or junior estimator.

#### **Responsibilities**

Estimating and managing projects, overseeing daily operations, managing reports and documentation. Also contribute to functions of HR, safety, production and on the job mentorship programs. In some companies, estimators are part of the bidding process whereas project managers manage the projects post bidding onwards till completion.

**Average compensation** - \$65,000 to \$75,000

#### **Benefits**

- Insurance (Health, Vision, Dental)

- 401K match
- PTO (Paid Time-off)
- Commissions and bonuses (depending on company)
- Vehicle or vehicle allowance
- Profit sharing bonus

### *Senior Project Manager / Estimator*

#### **Experience required**

Project managers and estimators with leadership skills.

#### **Responsibilities**

Managing a team of project managers or a team of estimators. Actively involved in the mentorship programs for junior project managers, junior estimators, project managers and estimators.

**Average compensation** - \$ 90,000 and above

#### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K match
- PTO (Paid Time-off)
- Commissions and bonuses (depending on company)
- Vehicle or vehicle allowance
- Profit sharing bonus

### *QA / QC Director*

#### **Experience required**

Need extensive amount of experience in the industry along with detailed knowledge of the processes, assemblies and procedures.

#### **Responsibilities**

Quality check surveying, IR scan, preventative maintenance plans and technical services.

**Average compensation** - \$100,000 to \$ 115,000 and above

#### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K match
- PTO (Paid Time-off)
- Commissions and bonuses (depending on company)

- Vehicle or vehicle allowance
- Profit sharing bonus

### *Sales Associate*

#### **Experience required**

May be hired internally from the field with prior field experience or a college graduate.

#### **Responsibilities**

Establishing and maintaining customer relationships and seeking new business opportunities.

**Average compensation** - \$50,000 to \$65,000

#### **Benefits**

- Base salary plus commission
- Benefits for sales may vary by amount of business
- Insurance (Health, Vision, Dental)
- 401K match
- PTO (Paid Time-off)
- Profit sharing bonus

### *Sales Manager*

#### **Experience required**

Need some prior experience in sales.

#### **Responsibilities**

Managing the sales team and expanding business operations.

**Average compensation** -

\$65,000 - \$75,000 - Opportunities to earn good commission depending on sales.

#### **Benefits**

- Base salary plus commission
- Benefits for sales may vary by amount of business
- Insurance (Health, Vision, Dental)
- 401K match
- PTO (Paid Time-off)
- Profit sharing bonus

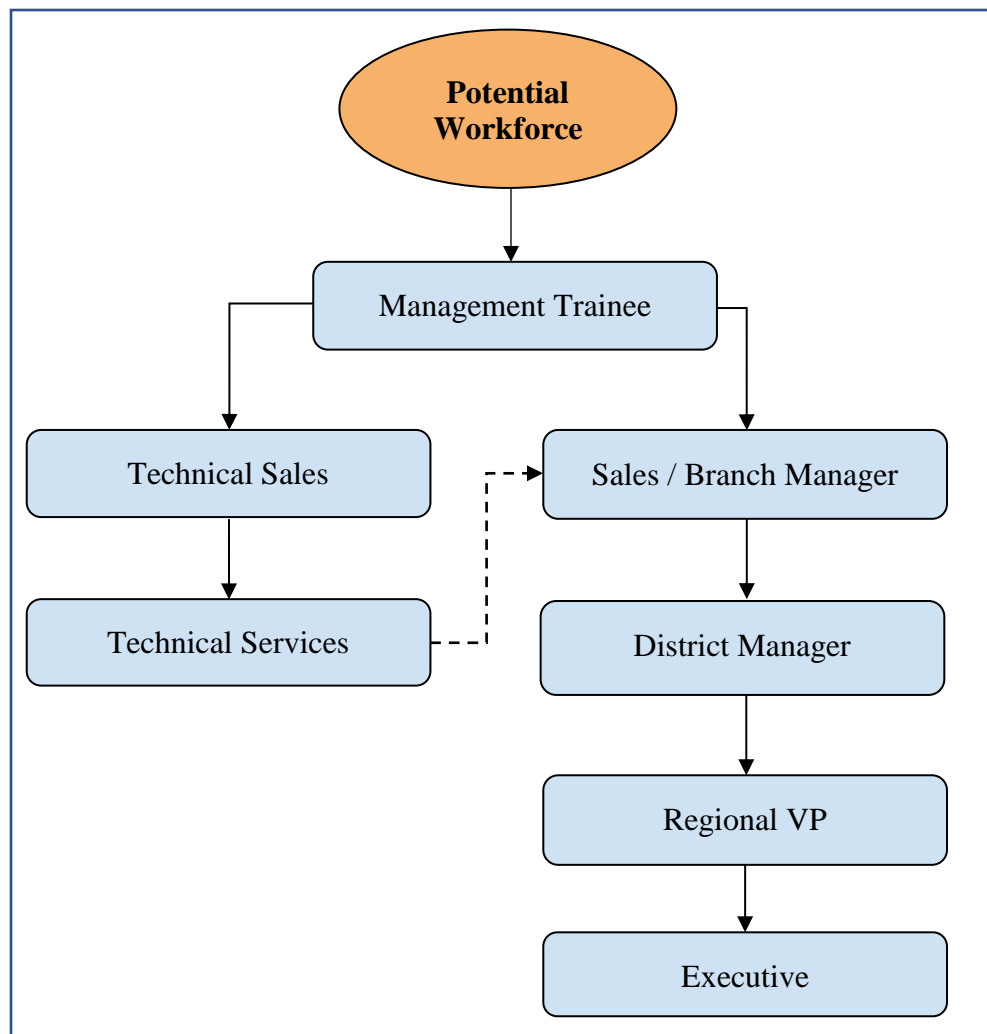


## DISTRIBUTORS

The general career progression flowchart and each position description for roofing distributors is outlined in this section.

### Career Progression

Entry level position for college / university graduates with a four-year degree or master's degree within roofing distribution companies is the management trainee position. Management trainee position involves rotations within different positions to better understand and learn about the distribution business. The detailed career progression for graduates interested in roofing distribution is outlined in Figure 2 below.



*Figure 2 – Career Path – Roofing Distributor*

### **Position Description**

Each position's description with regards to experience required, main responsibilities, average compensation, and the benefits offered are outlined below.

#### *Technical Sales*

##### **Experience required**

Entry level position for roofing distributors.

##### **Responsibilities**

Inside and outside sales to acquire new business and the role of customer consultant.

**Average compensation** - \$40,000-\$55,000 plus commissions (upto \$100,000)

##### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K
- Paid time-off
- Commissions and bonuses
- Profit sharing
- Equity sharing depending on organization structure

#### *Technical Services*

##### **Experience required**

Technical sales experience and / or a two-year associate degree.

##### **Responsibilities**

Quantity take-offs and estimating.

**Average compensation** - \$50,000-\$75,000

##### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K
- Paid time-off
- Commissions and bonuses
- Profit sharing
- Equity sharing depending on organization structure

### *Management Trainee*

#### **Experience required**

Prior technical sales and service experience and / or a bachelor's degree or master's degree.

#### **Responsibilities**

Rotational training to be a branch manager to gain knowledge of the overall distribution operations.

**Average compensation** - \$55,000-\$75,000

#### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K
- Paid time-off
- Commissions and bonuses
- Profit sharing
- Equity sharing depending on organization structure

### *Branch Manager*

#### **Experience required**

Completed management in training program, outside sales experience, additional financial understanding beyond a construction degree.

#### **Responsibilities**

Managing the business unit or the specific branch and all of its operations.

**Average compensation** - \$100,000 and above

#### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K
- Paid time-off
- Commissions and bonuses
- Profit sharing
- Equity sharing depending on organization structure

### *District Manager*

#### **Experience required**

Extensive experience as a Branch Manager.

#### **Responsibilities**

Managing multiple branches, providing leadership and mentorship to branch managers.

**Average compensation** - \$90,000 to \$150,000 and above

#### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K
- Paid time-off
- Commissions and bonuses
- Profit sharing
- Equity sharing depending on organization structure

### *Regional Vice-president*

#### **Experience required**

Extensive experience as a District Manager.

#### **Responsibilities**

Managing multiple branches that are allotted within the specified region. Providing leadership and mentorship to district managers. Next position as an executive level position included managing and leading the operations, procurement and logistics.

**Average compensation** - \$250,000 to \$500,000 and above

#### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K
- Paid time-off
- Commissions and bonuses
- Profit sharing
- Equity sharing depending on organization structure

## MANUFACTURERS

The general career progression flowchart and each position description for roofing manufacturers is outlined in this section.

### Career Progression

Entry-level position for college / university graduates within the roofing manufacturing companies is Quality Assurance Tech Rep classified as “Field Position”, Sales Support classified as “Sales Position” or Product Manager classified as “Product Position”. Product Positions typically require some sales and / or field experience along with a four-year degree. The detailed career progression within roofing manufacturing is outlined in Figure 3 below.

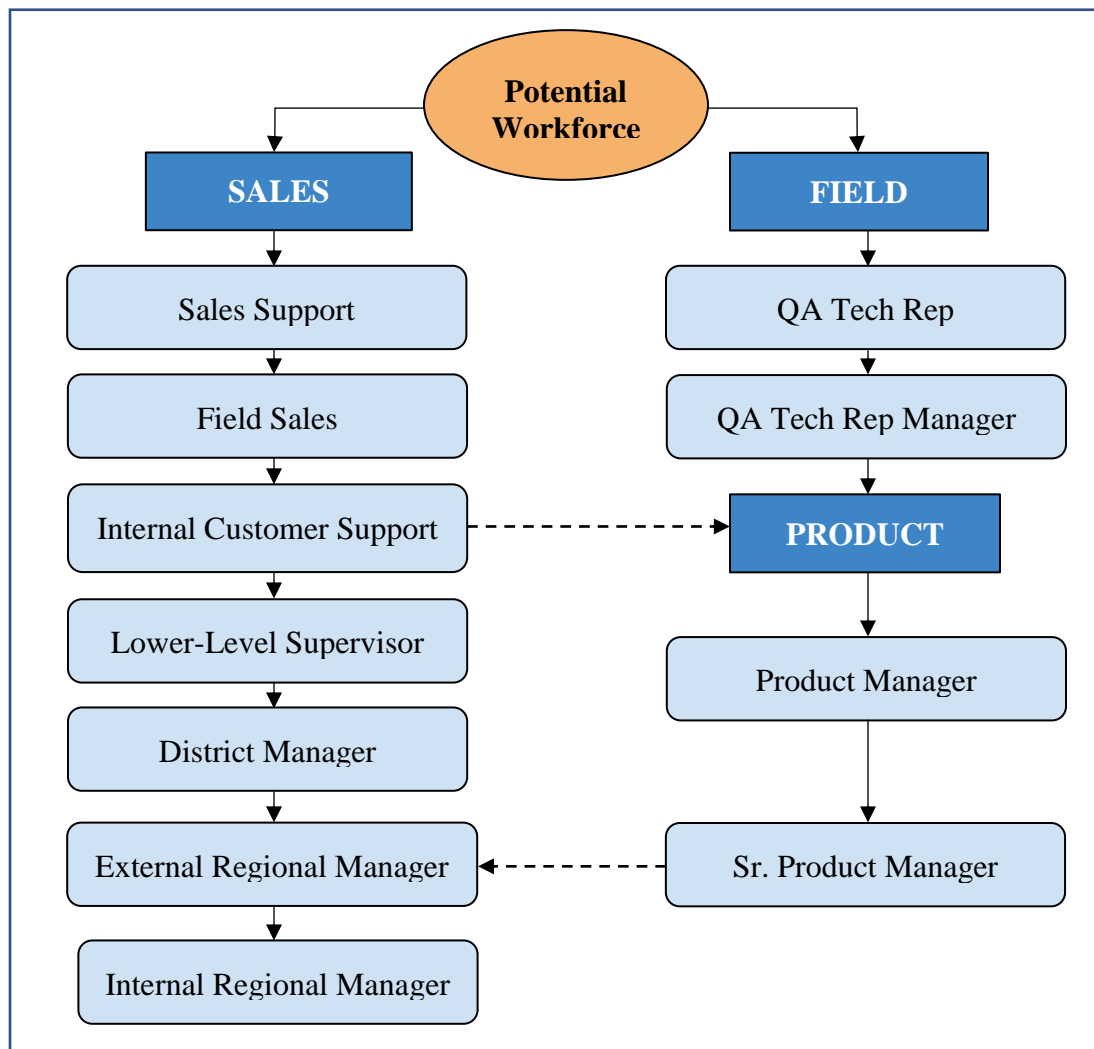


Figure 3 – Career Path – Roofing Manufacturer

### Position Description

The positions for manufacturers in the roofing industry are broadly categorized as field, sales and product positions. Each position's description with regards to experience required, main responsibilities, average compensation, and the benefits offered are outlined below.

#### *Quality Assurance Tech Rep*

##### **Experience required**

Entry level position with no prior experience. Ideal for college / university graduate.

##### **Responsibilities**

Inspecting the roof for warranty, assisting in training new techs and maintaining a technical base.

**Average compensation** - \$50,000-\$60,000

##### **Benefits**

- Truck
- Insurance (Health, Vision, Dental)
- 401K Matching
- PTO
- Health savings account
- Tuition reimbursement
- Live and work from home within a territory

#### *Quality Assurance Tech Rep Manager*

##### **Experience required**

Around five (5) years of quality assurance tech rep experience. May also need RRO certification.

##### **Responsibilities**

Directing and prioritizing with tech reps within the region and interfacing with customers and other departments within the company

**Average compensation** - \$80,000-\$100,000 and above

##### **Benefits**

- Truck
- Insurance (Health, Vision, Dental)
- 401K Matching
- PTO

- Health savings account
- Tuition reimbursement
- Live and work from home within a territory Incentive programs

### *Sales Support*

#### **Experience required**

Entry level position with no prior experience. Ideal for college / university graduate.

#### **Responsibilities**

Following-up on customer leads, assisting sales rep, interfacing with contractors, generating new customer leads and some travel

**Average compensation** - \$50,000-\$60,000

#### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K Matching
- PTO
- Health savings account
- Tuition reimbursement

### *Field Sales*

#### **Experience required**

One (1) year of sales support experience.

#### **Responsibilities**

Visiting contractors, visiting jobsite for measurements, providing quotes, putting proposals together, meet and train new contractors on the company's products.

**Average compensation** - \$55,000-\$65,000

#### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K Matching
- PTO
- Health savings account
- Tuition reimbursement
- Auto allowance or company vehicle

### *Internal Customer Support*

#### **Experience required**

Four-year or equivalent degree, roofing and design knowledge, customer service oriented and account management experience.

#### **Responsibilities**

Supporting sales teams, supporting customers in the region, providing specifications, educating architects and consultants for products, communication, pricing, bid review, documentation review and warranty issue.

**Average compensation** - \$60,000-\$100,000

#### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K Matching
- PTO
- Health savings account
- Tuition reimbursement

### *Lower-Level Supervisor*

#### **Experience required**

Prior sales experience and internal customer support experience.

#### **Responsibilities**

Team leader that manages the sales support staff, other managers and team members as allotted.

**Average compensation** - \$60,000 and above

#### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K Matching
- PTO
- Health savings account
- Tuition reimbursement

### *District Manager*

#### **Experience required**

Around one (1) to two (2) years of sales supervisor experience.



### **Responsibilities**

Managing roofing sales and supervising low-level managers. Need progressive performance success by managing people within the allotted territory.

**Average compensation** - \$100,000 and above

### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K Matching
- PTO
- Health savings account
- Tuition reimbursement

### *External Regional Sales Manager*

### **Experience required**

Significant experience in internal customer support positions and sales experience.

### **Responsibilities**

Managing a territory, sales people, meeting direct sales target in the territory, managing various programs

**Average compensation** - \$75,000 to \$120,000

### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K Matching
- PTO
- Health savings account
- Tuition reimbursement
- Incentive program
- Company Vehicle

### *Internal Regional Manager*

### **Experience required**

Significant experience in internal customer support position and sales experience.

### **Responsibilities**

Managing the entire support services within the region.

**Average compensation** - \$125,000 and above



### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K Matching
- PTO
- Health savings account
- Tuition reimbursement
- Incentive program
- Company Vehicle

### *Product Manager*

### **Experience required**

Four-year degree along with good track record in internal proven success and external product management. Might also need some experience in sales role, tech rep role and internal customer support role.

### **Responsibilities**

Acts as a business manager for small product line, managing multiple plants, supply issues, handling sales / pricing and promotions and new product introduction.

**Average compensation** - \$80,000 and above

### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K Matching
- PTO
- Health savings account
- Tuition reimbursement
- Incentive program
- Company Vehicle

### *Sr. Product Manager*

### **Experience required**

Significant experience as a product manager.

### **Responsibilities**

Managing larger and complex product line and providing mentorship to product managers

**Average compensation** - \$100,000 and above

### **Benefits**

- Insurance (Health, Vision, Dental)
- 401K Matching
- PTO
- Health savings account
- Tuition reimbursement
- Incentive program
- Company Vehicle