



MARKETING MANAGER

Reporting to the VP of Sales

OBJECTIVE: Responsible for managing marketing, advertising and promotional staff and activities at a company or organization. Takes steps to measure, enhance, and enrich the position and image of a company through various goals and objectives.

RESPONSIBILITIES:

- Develop and manage all marketing and activities in line with Company objectives
- Coordinate marketing campaigns with sales activities; work cross-functionally with sales and engineer teams
- Perform market analysis and oversee marketing planning and budget
- Creation and publication of all marketing material in line with marketing plans
- Planning and implementing promotional campaigns
- Manage and improve lead generation campaigns and measure results
- Overall responsibility for brand management and Company identity
- Prepare online and print marketing campaigns
- Monitor and report on effectiveness of marketing communications internally and externally
- Creation of wide range of marketing materials supporting sales & engineering, along with overall company objectives
- Work with SSI design firm on marketing activities and analyze strategic relationship
- Implementation and execution of product launches into the marketplace
- Maintain high level internal communications to ensure that all relevant Company functions are kept informed of marketing objectives and needs
- Attend trade shows and visit customers as needed
- Perform product trainings internally and externally
- Uncover and design market development opportunities

REQUIREMENTS:

- Bachelor's Degree in Marketing, as well as 2+ years' work experience
- Strong analytical and project management skills
- Confident and dynamic personality
- Strong creative outlook
- Experience in customer engagement

PHYSICAL REQUIREMENTS:

Sit [80%], Stand [20%], Lift [>25 lbs.], Walk, Bend, Stoop, Reach, Push, Pull, Finger/Hand dexterity & close visual acuity.