

Pay 80-110 bonus of 19%

Purpose:

1. Responsible for leading all marketing efforts of a multi-million dollar manufacturing company in the commercial, industrial, wholesale and retail markets.
2. Will develop technical expertise and product knowledge of the full line of products and develop comprehensive marketing support programs that will aid the existing customer base and drive revenue growth.
3. Responsibility for the annual marketing budget and the development of future marketing budgets. Complete ownership of all expense budget line items and will deliver all marketing activity within the agreed budget.
4. Management of all aspects of literature production, print advertising, website development and refinement and all additional marketing functions in support of sales. Responsible for the oversight of all copy, design and layout of all product promotional material.
5. Conduct market research in order to identify market requirements for current and future products with both existing and prospective customers. This will include research and analysis of technological and demographic factors to take advantage of market opportunities.
6. Proactively participate in the new product development cycle. Duties will include detailed work with sales, operations and engineering to successfully launch new products and product extensions.
7. Manages two subordinate supervisors who supervise a total of four employees in the Marketing and Sales Support departments. Responsible for the overall direction, coordination and evaluation of these support group units.
8. Will interview, hire and train employees in both support groups and will aid in planning and assigning work in each area. Conduct annual performance appraisals and will handle all complaints and resolve problems.
9. Continual development of training material and programs for existing distribution in support of sales growth. This includes semi-annual training sessions at corporate headquarters for the existing distribution base.

job requirements

Required Qualifications:

Education Requirements:

Bachelor's Degree in Marketing or equivalent

Experience Requirements:

Seven to ten years of sales or marketing experience preferably with a manufacturing company

Proficient in MS Office

Prior Supervisory experience

Requires outstanding interpersonal skills and ability to work cooperatively with all employees and managers.

Anyone interested should get in touch with Jeremy Coker @ Ajilon.

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