

Marketing Manager Characteristics

1/2. Personal characteristics

Smart / quick learner, good listener

Takes ownership and gets it done

Problem-solver/ability to dig deeper to identify root causes and facilitate solutions

Assertive/self starter, persistent

Clear concise communicator

Pragmatic in work approach - willing to think *and* do

Willing to step outside comfort zone and take on new tasks, as needed

Good sense of humor and thick skin

1/2. Broad marketing experience (B2B)

Ability to show how marketing best creates value to help business

Experience working with sales teams/relationship support marketing

Practical marketing / communication skills and experience / ability to execute (e.g. brand / value positioning, event / trade show experience, basic knowledge of PR, advertising/direct marketing, collateral development, etc.)

Strong business acumen, basic understanding of strategy, operations and customer targeting

3. Industry experience (nice to have, but not critical)

Experience working with or for a B2B services provider (i.e. third party administrators/providers, manufacturer, consulting, etc.)

Has sufficient exposure to relevant or comparable industries (consumer, life sciences or supply chain) to be able to help sector align and position services appropriately (i.e. can grasp supply chain services concepts as well as customer perspective / broader business needs)

Key Accountabilities:

1. Create marketing plans and deliver plan objectives in support of business unit growth, solution and relationship objectives
2. Create direct and derivative communications that reinforce global and business unit target messages.
3. Support performance measurement activities and create understanding of divisional and business unit performance drivers.
4. Support divisional and business unit solution design, development, and measurement.
5. Build strategic relationships with external constituents/opinion influencers that enhance the Company's brand value.

Manage external relationships & budget with business partners

6. Coordinate activities consistent with Group marketing objectives and parameters.

*Support group marketing and PR teams on needed information, research, etc. in support of corporate initiatives.

Key Relationships:

Internal

1. Sector Pres, VP's, Business Dev Ops
2. Functional groups: Finance, HR, Project Mgmt
3. Corporate Marketing Group
4. Marketing Reps in other divisions/geographies

Focus (Nature of interaction)

Internal

- Development of marketing plans
- Press releases; Trade publications
- Pipeline reports; Budget approval
- General background info & statistics
- Website; Research
- Event coordination

External

- 1. PR Agencies
- 2. Freelance/graphic designer
- 3. Printer; Photographer

External

- Obtaining budget estimates
- Soliciting ideas
- Coordinating the execution of various projects

Performance Indicators:

- *Completion of targeted releases/stories
- *Completion of marketing plans
- *Delivering agreed upon sector projects
- *Establishing relationships with internal customers and external partners
- *Problem Solving/Decision making ability

Qualifications:

| | <i>Essential</i> | <i>Desirable</i> |
|--------------------------------------|------------------|------------------|
| Undergraduate in Business, marketing | x | |
| MBA | | x |
| Self starter | x | |

Skills:

| | | |
|--------------------|---|---|
| Project management | x | |
| Communications | | x |
| Interpersonal | x | |
| Analytical | x | |

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