

Comar, LLC.
Job Description

Job Title: Manager, Corporate Marketing
Job ID:
Department: Commercial
Reports To: Director, Strategic Marketing
FLSA Status: Exempt
Salary Grade:
Prepared By: LouAnn Evans
Prepared Date: October 2015
Revised Date:
Approved By:
Approved Date:

SUMMARY

Responsible for translating marketing objectives into creative strategies, designs, and plans. Manages graphic design, website development, collateral development, copywriting, advertising, events and tradeshow. Must be self-motivated, resourceful, and have impeccable design and leadership skills. This position requires tight interaction with sales, customer service, and category management, to ensure that our website, collateral, and other communications accurately reflect our brand.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Generate brand awareness and lead generation through.
 - Establish Comar's brand in its key markets.
 - Establish, execute and measure an annual marketing calendar of events, initiatives and campaigns.
 - Maintain and continuously improve the Comar website, SEO, and social media, including public relations and email communications
 - Managing product sample process and product literature
- Develop a comprehensive and aligned creative marketing plan.
- Implement creative marketing plan with assistance of category managers.
- Set design elements, parameters and stylistic guidelines consistent with our brand.
- Establish, develop, and maintain creative, conceptual, and writing standards.
- Manage the creation of marketing collateral & advertisements.
- Ensure quality creative/editorial content is delivered on time and on budget.
- Execute integrated online/offline, search engine marketing (outsource), advertising, public relations, tradeshow and other campaigns to generate demand & sales leads.
- Develop marketing collateral: pricing sheets; whitepapers; data sheets
- Write & supply content and provide bi-monthly updates to website
- Assist with the writing, delivery, and tracking of press releases

- Provide product positioning materials & training for sales & customer service
- Develop standardized presentations, proposals, etc.
- Analyze ROI by capturing marketing campaign performance metrics
- Support distribution partners with sales training, collateral, and best practices
- Develop lead generation strategies with objectives, targets, and measures
- Work with customers to develop case studies, testimonials, and references
- Monitor online blogs to track communications related to our brand
- Implement project management system to document and track activities
- Coordinate development of videos and photography (product, plant, etc.)
- Experience developing electronic & interactive marketing, and online brand management and integration.
- Experience leading campaign development, creative brief development and directing creative execution.
- Participation in key trade shows, trade organizations, and industry functions.

Tradeshow specific:

- Supervise, direct and coordinate the activities of personnel and subcontractors to successfully execute all aspects of the event on the scheduled delivery day.
- Ensure speakers are prepared to provide effective presentations and materials.
- Trouble-shoot and smooth issues relating to the successful execution of the event.
- Work to ensure that events receive optimal media coverage.
- Develop and execute all necessary follow-up with subcontractors, sponsors and customers.
- Conduct post-event debriefing sessions, provide post-event analysis, budget recaps and participant feedback and incorporate learning into future plans.

LEADERSHIP RESPONSIBILITIES

Manages marketing communications associate and provides direction for completion of sales and marketing communications activities.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Proficiency in Adobe Illustrator and Photoshop, InDesign, and WordPress
- Exceptional knowledge of marketing, sales, and business processes
- Exceptional written and verbal communication skills
- Strong working knowledge of Microsoft Word, Excel, PowerPoint, Social media platforms and Google Analytics.

- Experience in Webinar platforms such as “Go to Meeting” (internal) and “Bright Talk” (customer facing webinars)
- Experience with email marketing platforms. Experience with Pardot a plus.
- Experience with CRM systems and lead generation/management.
- Strong project management & sales support skills
- Ability to develop strong relationships and work with senior level executives
- Solid business acumen, management, and problem-solving skills
- Effective time management and organizational skills
- Ability to travel at least 15% or as required

PERSONAL CHARACTERISTICS

- Creative abilities and “out of the box thinker”
- Positive attitude, high energy and results oriented
- Ability to manage multiple projects simultaneously
- A team oriented player

EDUCATION and/or EXPERIENCE

- 15+ years working in a Marketing Communications role, 5+ years as a manager preferred.
- A Bachelor’s degree in Graphic Design or Communications