

Marketing Manager

AAkron Line, a leading supplier in the promotional products industry, is looking for a Marketing Manager to lead the organization's marketing ventures. This primarily involves developing and implementing strategies to strengthen the company's market presence. The ideal candidate will be an experienced professional with a passion for the job, able to employ unique marketing techniques. This person will be a skilled marketing strategist and able to drive creativity and enthusiasm in others.

Job Description:

- Creation of a strategic marketing plan.
- Lead market research and gather market data to ensure company brand, products, and messaging are successfully communicated to customer base.
- Compile and track competitor intelligence and advise on differentiation strategies.
- Develop professional, creative marketing tools for sales presentations, trade shows, and market specific campaigns.
- Develop promotions, flyers, sales aids, sales presentation materials, trade show materials and other programs that both drive and support the sales goals.
- Work with sales leaders on customized marketing approaches or data for specific customers.
- Manage our marketing team with ultimate responsibility for the quality and productivity of their work.
- Prepare and administer a marketing budget.
- Plan, facilitate design, and produce an annual catalog, direct mail pieces, and web site.
- Develop social networking program for target markets.

Skills Requirements:

- The ability to develop and manage a Business to Business branding and marketing plan for the promotional products industry
- The ability to assess and evaluate creative design and new product innovation and apply to our marketing materials.
- Broad general marketing knowledge in advertising, promotions, catalogs, flyers, sales support materials, etc.
- Solid organizational, administrative and people skills to manage multiple projects
- Excellent writing, communication and interpersonal skills
- Strong project management and organizational skills including the ability to prioritize, handle multiple projects simultaneously and meet deadlines
- Judgement, problem-solving & decision making skills
- Analytical skills
- Proficient in Microsoft Office (Word, Excel, Power Point)

Education Requirements:

- BA/BS in business administrations, marketing and communications or relevant field or equivalent experience.