# **NSCA**

# **Sample Position Description**

# **Title:** Marketing Manager

**Reports to:** General Manager

**Class:** Full-Time

**Type:** Salary

**Revised:** 9/15/20XX

# **Primary Role:**

*Responsible for planning, leadership, and general supervision of marketing services functions including media, literature, trade shows and events, market research and analysis, and training. Assist sales management with program design and support. Develop and manage marketing expense budgets. Maintain complete understanding and be a resource to staff and the field relative to company policies, services/products, administrative procedures, sales strategy, philosophy, and business objectives.*

**Responsibilities:**

1. Plan program budgets and manage staff to assure timely and accurate delivery of service in the following functional areas:
   1. Media: planning, production, and coordination of advertising, publicity, communications (newsletters, etc.), inquiry fulfillment, and Internet/website
   2. Literature and merchandising materials: planning, production, and distribution of brochures, white papers, wearables, print collateral material, signage, and identity materials
   3. Shows and events: planning, production, and coordination of trade shows and VIP visits
   4. Research and analysis, including market forecasts and decision support: gathering, analyzing, storing, and reporting market information including rep/dealer/user surveys, competitive intelligence, application segment data, and general economic trend data
   5. Training: development and production of training programs and materials. This includes support of all target market segments in terms of rep/dealer technical and design training, sales and business training, and specifier/end-user applications training
2. Track and evaluate effectiveness of sales and marketing programs including road shows, demonstration programs, and seasonal promotions. Report to management on program results
3. Support sales management efforts with special customers. Examples include providing materials for regional shows, artist endorsements, and showcase installations
4. Monitor market conditions and competitive activity. Maintain marketing reference library, competitive database, and literature files. Report findings and suggest company policy or procedure changes continually
5. Participate in relevant trade shows, sales meetings, planning sessions, operations review meetings, and special events
6. Assist the director of sales and marketing or project team members as necessary or assigned

**Accountability:**

Reports to the General Manager. Supervises the marketing services department staff and select vendors.

**Qualifications:**

A minimum of a BA business/marketing or equivalent with further training in electronics business and communications. A MBA Business or Management is beneficial. Minimum six years sales and marketing experience, including minimum three years departmental supervision or major project management experience. A background in electronics or construction industry and familiarity with industry trade organizations, infrastructure, and publications is beneficial. Strong organizational, financial, and interpersonal/supervisory skills are necessary. Teambuilding and general leadership skills are essential. Must be self-motivated, self-directed, and capable of managing multiple people and projects in a fast-paced environment.

**Travel:**

Some travel required. Includes designated trade shows and special meetings.

**Additional Skills and Abilities:**

1. Excellent written and verbal communication skills.
2. Must be responsible, self-motivated, self-starter, personable and well-organized.
3. Superior customer service skills to deal with both internal and external customers.
4. Ability to manage multiple tasks simultaneously.
5. Strong interpersonal skills; ability to work with diverse groups.
6. Proficiency in the use of personal computers including such programs as MS Word, Excel, Access, PowerPoint and Outlook.
7. Ability to demonstrate planning, organizing and implementing skills which allow the successful completion of a project by a specific due date.
8. Must be able to effectively handle stressful situations.
9. Must be able to read and effectively interpret general business documentation.
10. Valid and current drivers license.

**Physical, Mental and Environmental Requirements:**

1. Employee is required to stand, walk, climb, sit and use hands and fingers.
2. Some light lifting of objects is required.
3. Reaching, grasping and carrying activities also required.
4. The noise level in the work environment is usually moderate.
5. Although most work is performed inside, occasional outside activities are subject to seasonal temperature fluctuations.

All requirements may be modified to reasonably accommodate individuals with disabilities.

This job description does not list all the duties of the job. You may be asked by supervisors or management to perform other instructions and duties. You will be evaluated in part based upon your performance of the tasks listed in this job description.

Management has the right to revise this description at any time. The job description is not a contract for employment, and either you or the employer may terminate employment at any time, for any reason as outlined in the employee manual or other written agreement.