



Posting Date: 6/19/2017

Posting End Date: until filled

The following position is currently open. If you wish to apply, please submit your resume and cover letter to:

jobs@tectran.com

JOB TITLE: Marketing Manager

JOB TYPE: Full Time

Our well positioned, rapidly growing manufacturing & distribution company is searching for a Marketing Manager who will contribute to the strategic development of business as we look to grow the company within the industry.

JOB PURPOSE:

As the Marketing Manager, you will be tasked with leading several departments as they work cohesively to provide solutions to our customers, manage products through their life cycle and drive new business.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Manage all elements of the Product Life Cycle including development, pricing, forecasting, sales analysis, etc.
- Lead the Product Management, Graphics, Web Content, and Customer Service Teams to the successful development and marketing of products.
- Provide guidance for marketing services including creative graphic and video design, web content, and customer promotional support.
- Achieve a SKU growth of 10% annually and other goals set forth by the company.
- Manage sales support programs such as training and analysis by market channel, product group, regions, and territories.
- Provide competitively superior customer service support for all North American supply locations.
- Generate pricing for North America (both in the US and Canada) while analyzing competitive markets.
- Develop verticals and competitive profiles for products as they are launched into the market.

SKILLS/EXPERIENCE:

- Excellent verbal and written communication and interpersonal skills.
- Hands-on experience with heavy duty commercial transportation equipment or even light duty or automotive equipment would be a significant asset.
- Familiarity with multi-level market channels, (OEM, OES-PDC/Dealer, WD, Jobber).
- Ability to leverage critical thinking and a strong analytical mindset to generate solutions for products throughout their life cycle.
- Demonstrate technical marketing and sales skills that will drive business in regions and territories.
- Exhibit the ability to work in a high volume and fast paced environment while juggling multiple responsibilities and teams.
- Ability to make calculated decisions regarding products and customer service.
- Display strong leadership qualities and have experience in managing multiple departments.

TECTRAN is an Equal Opportunity Employer. We offer a competitive benefits package with a generous employer contribution toward our group Health plan and Voluntary Dental, Life, Supplementary insurance plans. PTO, tuition and position relevant Certification and Education reimbursement