

MARKETING MANAGER

BACKGROUND & POSITION OVERVIEW:

TECTRAN is a fast-growing manufacturer of pneumatic & electrical systems, supplying OEM & aftermarket customers in the Heavy-Duty Truck, Trailer & Bus markets throughout North American & for export.

We are in need of a Marketing Manager, who will be tasked to lead the functions categorized below. A key requirement of the role is to be the “Keeper of the Master Roadmap” that integrates these functions & that integrates with other functions within the business. The individual will be the “Navigator”, “Driver” & the person who constantly stokes the “Fuel” & motivation needed to move our business forward. The successful candidate will be hands-on with many activities as well as managing available resources.

SPECIFIC DUTIES:

End User Pull-Through Sales Programs & Sales Analysis

- “Pull-through Selling” is an important component of our strategy. Use comprehensive End User databases to feed some CRM system & provide dashboards for our sales organization to track end user specifications and provide up-to-date contact data & activity tracking.
- Develop a similar CRM system for our customers fed from transactional data that provides purchase trend alerts.
- Develop an easy to use Sales Performance Tracking system that provides sales comparisons to prior period actuals and to budgeted levels in various categories.

Product Management...

- Product Line Expansion & New Product Development to be derived from several sources as noted below. Individual Product Managers will manage product life cycles working with our Purchasing, Design & Operations folks throughout the process. These Product Managers maintain a library of competitor information, field reports, etc, and communicate pertinent information as needed to the Sales Force. Sources include:
 - Assurance of coverage of competitor product offering.
 - Addition of related products.
 - Development of emerging technology products
 - Response to field research problem-solving products.
 - Development of other markets for existing products
- Pricing to maximize margin while assuring competitiveness through careful product positioning.
- Forecasting product demand regularly to feed our ERP system for planning purposes.

Marketing Communications, Promotions & Event Participation...

- Our Graphic Design, Photography Videography & Product Management Teams work with guidance from the Marketing Manager using Sales inputs & broader strategic & tactical objectives to develop printed & digital materials to drive the message related to our products & to drive sales. We need to expand our reach for this information using our website(s), participating in social media, advertising, trade shows, etc.
- Training is in universal demand by end users, distributors, OEMs, our inside & outside Sales group.

Customer Motivation...

- Develop Loyalty programs centered around customer support of core products should be implemented.
- Provide services to our customers as it relates to ease of ordering, store merchandising & optimizing their overall experience.

Customer Service & Inside Sales...

- Work toward an inside sales function through calls, lead generation, educational conveyance such as installation guidance & pointing customers to available resources.

B2B Commerce...

- Enhance our B2B commerce capabilities.

Business Strategy & Performance Assessment...

- As a Key Manager, you will be required to participate in strategy & planning sessions as well as regular reviews of metrics that affect our financial & business growth performance.

Leadership...

- In a key managerial role, you have an opportunity and an obligation to offer leadership to your team as well as to your peer managers & their teams.
- Communicating the company's plans and objectives clearly to our employees along with how we are progressing against those plans & objectives.

REQUIREMENTS:

The successful candidate will possess:

- A willingness to work full time in our primary US location in Buffalo, NY and to visit other locations where we maintain these functions and customer operations in the US and Canada.
- A College degree in Business and 5+ years in management within the Sales and/or Marketing functions.
- Strong analytical skills and computer acumen especially with MS Office programs and with database management and CRM programs.
- Creativity
- Demonstrated skill in managing and fostering employee team-building and performance.
- Excellent verbal, written and presentation skills.
- Experience within markets for industrial goods, automotive or (ideally) heavy-duty parts and systems, where you've been involved in a multi-tiered market structure involving at least OEM, OES, WD and End User levels.

Please send resumes to jobs@tectran.com