Job Description

Marketing Manager

Marketing Administration
• Responsible for day to day managing of the Marketing Department
• Maintains project timelines as outlined in annual Marketing MBO.
• Interactive with President & VP Sales/Marketing
• Supervises Marketing Assistant
• Organizing the information flow associated with a high volume of management, rep and customer communications.
• Attend Weekly Production Meetings on behalf of Marketing. Be available for discussion, advice, assistance, problem solving. Participate as needed in preparation or issuance of improvements.
• Assume a significant role in introducing, carrying out and monitoring promotional programs.
• Generate new ideas collectively with other reps or staff members to: improve products, literature, marketing, service, to increase sales and/or to reduce selling costs.

Sales Force Support
• Develop general rep support including sales tools, computer extractions, etc.
• Handles second level rep communications accordingly.
• Coordinate weekly sales rep reports with appropriate actions to each department in conjunction with Marketing Assistant.
• Explore new marketing avenues and ways to assist reps with client maintenance and sales generation.
• Assist in evaluation of Northeast and Mid Atlantic sales reps with Regional Sales Manager; balance of territories with VP Sls/Mktg. Advise noteworthy situations.

Client Maintenance
• Monitor all new clients through developmental phases: production, display samples, displays, literature, lithographs, web links.
• Liaison between production and rep, new client lead time; any problems w/art, dips.
• Publish memos to all appropriate individuals regarding client changes, coordinating with customer service.
• Identifies and rapidly communicates customer relations problems to appropriate parties, and participates in solving same.

Key Clients Support and Maintenance
• Continual and accurate updating of Regionals and Corporate Personnel Roster of key clients.
• Coordination of promotional mailings to all Regionals and Corporate.
Trade Shows & Meetings
- Provide news releases and other pre-trade show campaigns.
- Develop new ideas for promotional give-aways.
- Negotiate suppliers / quotations for additional trade show displays.
- Planning, scheduling, coordination of Annual Rep Workshop
- Investigation/research for additional shows for future consideration.
- Provide all necessary supporting documentation, graphs, charts for semi-annual meetings with key clients.

Marketing Staff
- Marketing Assistant reports to you.
- Provide training, guidance and motivation as required.
- Monitor timeliness, accuracy of projects.
- Annual Performance review of Marketing Assistant.

Research & Development
- Interactive with team for ideas and development of new marketing tools for reps and/or clients.
- Researches available marketing opportunities, such as advertisements, news releases, sponsorships, events, etc.
- Participates/conducts marketing studies, client/rep surveys
- Control of new products (double matting, lithograph development, school-unique products, such as Georgetown picture).
- Diversified State prospects for Mid-Atlantic and New England.

Organizational Relationships
a. Next level above immediate supervisor: President
b. Immediate supervisor: VP Sales & Marketing
c. Lateral: Regional Sales Manager
d. Subordinate: Marketing Coordinator

General Information
a. General guidance and direction is from VP Sales/Mktg and President, who are both available to you at any time.
b. Day to day decision and implementation are handled without specific direction and supervision.
c. Annual performance review to be provided.