

-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 SIs/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.

