

# HARPER INTERNATIONAL

## POSITION DESCRIPTION

The Position Description is the tool used by Harper International to communicate and clarify the essential job functions, establish the basis for performance expectations, and identify training needs for each position.

### **Part I - Reporting Structure**

**Date of last revision:** July, 2018

**Job Title:** Marketing Manager

**Completed By:** VP Sales & Marketing

**Department:** Sales & Marketing

**Reports To:** VP, Sales & Marketing

**Status:** Full time, Salaried

### **Part II – Position Objective**

The Marketing Manager is responsible for advancing the organization's goals by leading marketing activities in support of the Company's business plans and strategic objectives.

### **Part III – Job Responsibilities**

1. Create annual marketing plan to support organizational sales objectives.
2. Support sales & business development activities by analyzing relevant market research, mining useful data, communicating results, and helping to develop strategies to exploit possible opportunities.
3. Analyze trends, market/customer data, etc... to implement strategies for increasing base of meaningful inquiries.
4. Lead efforts to increase and/or enhance our inquiry generation & brand image through effective, targeted marketing communications.
5. Oversee the updating & maintenance of our website to ensure the end product is sophisticated yet user-friendly and effectively conveys our vision & value proposition.
6. Ascertain customer demand by monitoring/tracking market changes, identifying trends, etc...
7. Identify newsworthy items & write professional press releases and articles for trade journals.
8. Organize and coordinate all aspects trade exhibitions.
9. Collaborate with manager to develop annual marketing budget and subsequently maintain activities within budget. Analyze cost/benefit of marketing investments, and continuously recommend enhancements.
10. Interface with public officials in order to have increased visibility to government funding/grants.
11. Research & apply for applicable grants.

### **IV – Knowledge, Skills, Education**

1. BS in Business, Marketing or related field required; MBA preferred.
2. Must have proven ability to analyze primary research & mine relevant/useful data.

3. Excellent verbal & written communication skills required.
4. Experience writing press releases and technical articles required.
5. Must possess a high level of creativity balanced with analytical business skills.
6. Experience in web design & proven ability to effectively utilize internet marketing tools and content marketing.
7. Requires independent, self-starter who is driven to develop and oversee successful marketing program.
8. Marketing experience in environment with industrial focus a plus.

### **V - Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to walk. The employee is frequently required to sit, use hands, reach with hands and arms, talk and hear. The employee is occasionally required to stand, stoop, kneel, crouch or crawl.