**JOB DESCRIPTION Position: Marketing Manager**

**Position Summary**

Are you looking for a career that allows you to be a part of the strategic vision and lead teams toward achieving company goals? If so, Meriam Process Technologies is the place for you! We are currently looking for a Marketing Manager to join our team! This individual will be responsible for establishing and implementing strategic and tactical marketing plans designed to capitalize on market opportunities and generate demand for Meriam’s suite of products. The Marketing Manager will build brand awareness, positions product to the market, generates sales leads, and measures the ROI for all marketing campaigns and activities. The ideal candidate must have strong communication & leadership skills and be resourceful & self-motivated.

**Essential Job Functions & Responsibilities**

* Develop recommendations with input from key internal and external sources; make decisions within the scope of marketing planning and budget responsibilities.
* Develop annual marketing plan and budget
* Build and execute integrated marketing campaign to support new product launches and ongoing product sales growth
* Create and implement programs and promotions designed to increase brand awareness/sales
* Lead the development of all marketing material, tools and communication to support sales channel and product category: Trade publications, email blast, web-site promos, tradeshow, etc
* Work with Sales and Engineering to develop training program and tools
* Understand market drivers/issues and the competitive environment
* Develop and execute internal communications programs and materials to support awareness with sales and customer service
* Track, monitor and evaluate marketing and sales activities and accomplishments. Ensure programs are implemented cost–effectively and implemented to achieve desired business goals,
* Manage and coach one direct report to accomplish program objectives and further development and competencies
* Participate in key industry associations and trade shows
* Respond to sales inquiries and requests

**Desired Skills & Qualifications**

Ability to integrate and create market related information from a variety of sources into a cohesive plan. Excellent oral and verbal communication skills. Ability to interact with a wide variety of people including management, possess strong influence and decision making skills/abilities.

**Education & Experience Requirements**

Bachelor’s degree with Marketing, Business or Communications degree. A minimum of five years (5) years’ experience in Marketing Management; experience in process instrumentation market preferred. This would include knowledge of customers, competitors, organizations, products, applications and technology.