



Director of Marketing

Job Profile

Job Purpose: This position directs and oversees Sonetics Corporation's marketing policies, objectives, and initiatives. Conducts market research and develops marketing plans for specific products, services, or business lines. Reviews changes to the marketplace and industry and adjusts marketing plan accordingly. The position is also responsible for creating and producing all promotional marketing materials directed toward multiple domestic and international markets, in order to achieve the revenue objectives and project an image consistent with the corporate strategy.

Company Mission: To provide communication solutions for challenging environments

Primary Customers: Sales, Suppliers, Business Development

Supervises: Sr. Graphic Designer

Reports to: General Manager

Essential Job Duties:

1. Manage website design, programming and maintenance; social media marketing; creating online demos; SEO/SEM management; web analytics; and email campaigns
2. Analyze web traffic, web sales metrics, web customer demographics, develop recommended changes and present information to management
3. Identify and create unique selling points for all products
4. Design, implement, and facilitate annual marketing plan for the company.
5. Oversee marketing communications including branding, public relations, advertising, trade shows, market research and analysis management, and website design and content either directly or on an outsourced basis.
6. Strategic planning including corporate positioning, market and competitive analysis, customer segment selection and penetration plans, and related product positioning.
7. Create and control marketing communication budget in order to achieve profit goals.
8. Direct the activities of external and internal marketing resources in order to insure timely, cost effective and high quality results.
9. Oversee product management including market and customer research for market and product requirements, interface with engineering for product development, product pricing and product lifecycle management.
10. Oversee product launches, sales presentations, sales tools, competitive analysis and general sales support.
11. Develop and track metrics and success criteria for all marketing programs and activities.
12. Act as spokesperson for the company with press and at industry events.

Special Notes

- Maintain trademarks
- Responsible for booth displays and graphics
- Responsible for pre-show press releases and publicity
- Negotiate services and materials
- Identify and qualify marketing communication resources
- Supervise internal resources assigned to marketing communication activities
- Attend periodic tradeshow (longest travel is 10 days at one time)

Qualifications

Required education and Experience:

- Bachelor's degree in marketing, business administration, communications, or journalism or equivalent combination of education and additional experience. MBA preferred.
- 7 years of marketing communication experience.
- 3 years of senior management level experience

Required skills, talents, and characteristics:

- Ability to plan and manage at both strategic and operational levels.
- A wide degree of creativity and latitude is expected
- Familiarity with a variety of the field's concepts, practices, and procedures
- Proven ability to develop and implement marketing strategies that consistently met or exceeded planned objectives
- Ability to work collaboratively with colleagues to create a results driven, team oriented environment.
- Demonstrated ability to manage outsourced marketing activities (PR, corporate identity system, website, etc.)
- Strong strategic planning and analysis skills in sales, marketing, and business strategy.
- Strong people management skills.

Core Competencies:

- **Planning/Organizing:** Organizes work to maximize efficiencies; responds well to deadlines; keeps commitments by delivering on results; establishes and maintains priorities; manages conflicting priorities successfully; executes plan to achieve goals; holds self and others accountable
- **Creativity/Innovation:** Generates new ideas and concepts; finds new ways of doing something; initiates positive change through new or unusual ideas and solutions; thinks out-side the box; champions new initiatives and creative solutions
- **People Management:** Plans, organizes, staffs, leads, controls, coaches and motivates an organization; develops staff to ensure organizational effectiveness; provides fair and timely feedback and takes corrective action when needed; aligns activities and skills to ensure goals are met successfully; has the difficult conversation
- **Resourcefulness:** Is cost conscious in the choices made; copes well with difficult situations and manages unusual problems effectively; considers others ways of achieving goals; looks for applicable solutions that have already been developed; builds and maintains social/professional networks to draw information and support from; involves experts and other relevant resources as appropriate to achieve goals
- **Negotiation:** Negotiates contracts and build trust with partners; creates a common ground by recognizing areas of agreement and focusing on areas of disagreement in a negotiation; captures the full value of an offer; accounts for all factors in a negotiation
- **Team Work:** Contributes skills to the unity and efficiency of the group to achieve common goals; puts the common goal and success ahead of individual accomplishments; respects others and the skills and experiences they contribute; includes others in decision making and direction; seeks consensus and group involvement; relays relevant knowledge and information as appropriate
- **Deadline Responsiveness:** Keeps close track of projects and tasks; works effectively to meet milestones; follows up with others to keep on track; ensures everyone involved delivers on commitments; is able to plan and organize work to meet deadlines; drives tasks through to completion; works well under pressure
- **Customer Focus/Customer Service Orientation:** Demonstrates understanding of customer needs – both internal and external; considers customer concerns, complaints and ideas; delivers

services accurately and on time; establishes and maintains effective customers contact; suggests ways to improve processes to fulfill customer needs; anticipates needs of customers; provides profitable customer service

Values: Integrity; Honesty; Confidentiality; Self discipline; Respect for others; Ethics beyond reproach.