



POSITION TITLE: Marketing Manager

REPORT TO: Sales Vice President

LOCATION: Columbia, Maryland

PT/FT/TEMP: Full-Time

For over 40 years B/A Products has designed and developed products that are industry standard for OEM's and end-users of the Towing, Vehicle Recovery, Fire, Rescue, Auto Transport, Industrial, Agricultural industries and more.

POSITION SUMMARY

Responsible for designing, creating, and delivering marketing programs, communications and social media programs to support the growth and expansion of company products and services. Creates, conveys brand messages about products including graphics, or other promotional products and improves brand awareness. Develops market presentations and provides reports based on information collected such as marketing trends, competition, and new products. May coordinate involvement in conferences, exhibitions and marketing seminars. Analyzes customer requirements, develops messaging architecture and competitive positioning, specifies vehicles/projects, secures resources, communicates project development and helps drive creative development processes. Works with outside vendors/agencies for design and execution of advertising campaigns, trade show exhibitions, mail campaigns, and seminars. A certain degree of creativity and latitude is expected. Responsible for development of product support materials such as catalogs and website. Holds meetings with outside advertising and media vendors to direct advertising campaigns, media content development and ad placement. Contributes to the strategic direction of the company by conducting market research and analysis of industry trends. Works closely with the sales organization coordinating product and project related activities associated with business development and New Product Development.

ESSENTIAL DUTIES & RESPONSIBILITIES

- In line with the Corporate Marketing Department's overall goals, administer planned advertising, marketing, public relations and digital marketing activities
- Manage Trade Shows including managing attendance, budget and logistics including shipping, collateral materials, accommodations, payments, and occasional attendance for long hours at trade shows.
- Serve as liaison between B/A Products and trade show management and mediate issues as required.
- Monitor and reply to marketing inquiries received via internet, magazines, phone, fax, etc.
- Assist with budget development and maintenance, including tracking department expenditures
- Provide team support with the Sales Department to foster accuracy and excellence in quality customer service.
- Assist in promotion of new products through development of creative marketing initiatives
- Manage marketing projects/campaigns
- Work collaboratively with vendors to negotiate event contracts/activities
- Prepare product catalogs, website, creative copy, marketing content, etc.
- Manage marketing/sales requests from Regional Sales Managers
- Collaborate with sales team to develop partnership opportunities with customers.
- Primary contact for marketing partner and marketing vendors.
- Co-plans and executes promotions
- Provide support to Sales Team.



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SKILLS AND QUALIFICATIONS REQUIRED

- Experience in the towing /auto transport/ manufacturing field a plus
- Demonstrated professional verbal and written communication skills
- Strong computer skills, Microsoft Office experience, and ERP software experience a plus
- Strong comprehensive and active listening skills
- Customer orientation and ability to adapt/respond to different types of challenges
- Ability to multi-task, prioritize, and manage time effectively
- Ability to coordinate complex projects and deadline pressures in a fast paced, professional work environment which requires excellent problem solving, and organizational skills
- Excellent working knowledge of MS Word, Excel, Outlook, PowerPoint
- Continual high attention to detail
- Ability to juggle multiple competing tasks and demands
- Occasional travel of up to once per quarter can be necessary
- Positive, upbeat attitude and works well in a team environment

EDUCATION

2-5 years experience as a marketing professional or Marketing degree (Required)

COMPETENCIES

- Analytical - Synthesizes complex or diverse information; collects and researches data.
- Design - Generates creative solutions; Demonstrates attention to detail.
- Problem Solving - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully.
- Customer Service - Responds to requests for service and assistance; Meets commitments.
- Communications - Expresses ideas and thoughts verbally; expresses ideas and thoughts in written form; keeps others adequately informed.
- Cooperation - Establishes and maintains effective relations; works cooperatively in group situations.
- Oral Communication - Listens and gets clarification; participates in meetings.
- Written Communication - Writes clearly and informatively; presents numerical data effectively; able to read and interpret written information.
- Teamwork - Exhibits objectivity and openness to others' views.
- Adaptability - Adapts to changes in the work environment; able to deal with frequent change, delays, or unexpected events.
- Planning/Organizing - Prioritizes and plans work activities.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



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LANGUAGE SKILLS

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

MATHEMATICAL SKILLS

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

COMPUTER SKILLS

Microsoft Office / D-365 preferred/ SAP or similar ERP software experience a plus

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.

WORK ENVIRONMENT

- The work environment characteristics described here are representative of those an employee encounters while performing 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 occasionally exposed to moving mechanical parts.
- The noise level in the work environment is usually moderate.
- Some travel may be required to support trade shows, customer visits and industry training opportunities.
- Onsite Office support required.