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**PTDA Bearings & Power Transmission, Inc.**

**One Sprocket Lane**

**Reducer Springs, Michigan 48000**

**PT/MC Job Description**

**Director – Marketing – Exempt**

**Reports to:** Vice President – Marketing

**Job Summary:**

The Director of Marketing has day-to-day responsibility for the execution of the company’s marketing plan. Provides marketing direction, counsel and guidance to Sales Managers and Account Managers. Manages the social media presence for the organization. Creates campaigns directed to specific customers or industries, including development of marketing materials to support sales. Coordinates marketing efforts with the Director of Sales. Oversees changes on organization’s website related to image and customer communications.

**Job Functions:**

* Responsible for the execution of the organization’s written marketing plan. Assists the Vice President of Marketing with the annual review and recommends changes in marketing direction based upon input from sales and outside marketing organizations.
* Creates marketing communications that are directed to specific customers and key target industries. Develops marketing materials that would be used by the sales force, including printed brochures and flyers, as well as documents that would be distributed electronically.
* Creates daily, weekly, and monthly strategic social media communications. Develops video content to highlight organization’s products and service capabilities.
* Ensures that organization’s website is maintained related to its current marketing direction.
* Interfaces between vendor representatives and sales managers to develop sales contests, promotions and awards. Provides reporting to evaluate the effectiveness of sales promotions and feedback to sales force.
* Creates surveys to obtain information on customer satisfaction.
* Obtains and distributes customer leads from external marketing organizations and vendors.
* Maintains catalog supply for use by sales force.
* Conducts regular meeting with and manages other marketing personnel.
* Perform other responsibilities as requested by the Vice President – Marketing.

**Skills Needed:**

* Superior written communications skills. Able to vary communication style depending on type of message that is required.
* The ability to grab attention, inspire action, and to create content that can differentiate the organization from other competitors.
* Strong knowledge of electronic social media marketing platforms, including LinkedIn, Twitter, Instagram, Facebook and other new social media as they become a viable method of reaching a desired audience.
* Excellent verbal communicator who is comfortable with one-on-one communications well as presentations to small and medium sized groups.
* Strong management skills, including the ability to provide direct communication regarding performance, providing support to, and taking decisive action with direct reports.
* Strong proficiency with Microsoft Office products, including Outlook, Word, Excel and super proficiency with PowerPoint and Publisher. Strong proficiency with software which allows development and editing of video content. Proficient at utilizing laptop, PC, Tablet and smart phone.

**Education/Experience Required:**

* Bachelor of Science in Business or Bachelor of Science in Marketing.

**Other:**

* Reports to the Vice President – Marketing but will also interact and receive direction from other senior managers.

**EEO Statement:**

**PTDA Bearings & Power Transmission, Inc**.provides equal employment opportunities to all. We prohibit discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, protected veteran status, sexual orientation, or any other characteristic protected by federal, state or local laws.