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

**One Sprocket Lane**

**Reducer Springs, Michigan 48000**

**PT/MC Job Description**

**Marketing Manager / Senior Marketing Manager, Exempt**

**Reports to:** **VP – Marketing; VP – Sales & Marketing; Chief Marketing Officer**

**Job Summary:**

Responsible for market research and development of market strategies and tactical execution plans that drive brand awareness, customer acquisition and profitable revenue growth for assigned market.

**Job Functions:**

* Conduct quantitative and qualitative market research to capture market intelligence for targeted industries and markets.
* Lead the development of market strategies to deliver a pipeline of growth opportunities.
* Translate strategy into initiatives that drive sales, increase brand awareness and preference, and deliver a competitive advantage.
* Establish requirements for marketing and communications materials (including but not limited to catalogs, websites, brochures, and social media that is appropriate for our industry).
* Drive promotion programs and budgets.
* May include developing pricing strategies and positioning.

**Skills Needed:**

* Qualitative and quantitative market research
* Strategic, project management, analytical and creative problem-solving ability
* Experience with marketing technical products and/or services
* Developing traditional and digital marketing collateral
* Advanced proficiency in Microsoft Excel and PowerPoint

**Education / Experience Required:**

* Bachelor’s Degree in Business, Marketing or other relevant degree
* MBA preferred
* Five (5) years experience in similar position at a minimum

**Other:**

* Able to sit in the office for eight hours a day
* Hours are Monday – Friday – 40 hours /week – some flexibility with start (7:30 am – 9:00 am) and end time (4:30 pm - 6:00 pm). Occasionally required to work over 40 hours when emergencies arise.

**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.