



Job Description: Senior Marketing Manager

Purpose:

Lead, manage, coordinate, conduct and implement all marketing activities on behalf of the company.

Responsibilities:

- Identify market and product trends in the test and measurement market and provide guidance to management on future trends and technologies; as part of the company's strategic development process
- Represent marketing on new product initiatives and assist management with the prioritization of new technology and project investments.
- Create Marketing Data, Studies & Analysis on items such as customers, competitors, market segments, size, share, regions/geographies, Industry trends, technology trends, etc.
- Create assessments of competitor products and compare to company's products. Generate recommendations for improvement.
- Develop target marketing plans
- Create and develop Company presentations
- Preparation, organization, and implementation of all activities relating to trade shows
- Creation of marketing materials such as company brochures, video's, letter head, branding, imaging, etc.
- Responsible for company Website. Assuring company presence is consistent with corporate identity, Web page updates and support.
- Corporate branding/identity.
- Assist in the development of webinars on leading industry topics
- Write and issue press releases and articles for publication, which may include working with Engineering, Manufacturing, as well as other various parts of the organization.
- Must be able to work on projects on a global basis. Interacting, coordinating etc., with various parts of the organization globally.
- Maintain customer's global contact lists.

Education / experience:

- Bachelor Degree in Engineering with experience in Sales/Marketing. Business (MBA) or higher level engineering degree beneficial.
- Must have complete mastery of the English language both verbal and written. Additional Language skills beneficial.
- Experience working in the automotive industry with concentration in EV and/or electric motor and/or test equipment preferred
- 7-10 years' experience working in the sales, marketing, or product management department; managing market data,
- Excellent planning & organizational skills required
- Excellent interpersonal & communication skills required
- Self-starter, with passion and ambition to drive items to closure.
- Proficient in MS office required