



**BIG DIPPER**

**Trapzilla**

Thermaco Incorporated

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## POSITION DESCRIPTION

### Position Title: Marketing Manager

#### I. POSITION SUMMARY

We are seeking a motivated and experienced Marketing Manager to lead marketing strategy and execution at Thermaco. A successful Marketing Manager will increase customers' and influencers' product knowledge and strengthen their connection to Thermaco's brands through the development of valuable marketing assets and running strategically focused campaigns. He or she works as a member of an innovative team of marketers and engineers on product and process improvement projects.

The ideal candidate has proven experience working in a marketing position, demonstrates excellent leadership, utilizes project management skills, and can distill complex concepts into easy to understand messages for specific audiences. He or she must be capable of frequent task-switching and enjoy working with people from diverse backgrounds.

#### II. ABOUT THERMACO

Thermaco® creates technology for removing pollutants generated from our modern lifestyles and preserves the world's wastewater infrastructure for the future. Fats, oils, and grease (FOG) are harmful commercial and institutional kitchen byproducts causing sewer blockages if untreated. Through the products we make and market, Big Dipper® Automatic Grease Traps and Trapzilla® Supercapacity Grease Interceptors, we help restaurants and communities treat their kitchen waste in a responsible and efficient manner.

Join our team, make a difference, enjoy what you do, and help build an environmentally sustainable future!

#### III. KEY RESPONSIBILITIES

1. Managing the development of technical and non-technical marketing assets to address the information needs of commercial food service operators, municipal waste water regulators, and specifying engineers.
2. Conducting customer and regulatory market research to determine product market fit and identify opportunities for product, sales, and marketing improvements.
3. Developing advanced digital tools for making better product recommendations to prospective customers and product specifiers and support recommendations to existing customers.
4. Proactively building partnerships and creating business relationships with companies and individuals with the highest potential for scaling revenues, profits, customer satisfaction, and other positive business results. Good business relationships include marketing vendors, government regulators, engineers/architects, service providers/contractors, distributors/dealers, and other contributors to the market ecosystem. Creating and nurturing good business relationships requires relating and listening for information and opportunities to extend initiatives with the company and articulate the benefits of products and services.
5. Ensuring reporting and communications are frequent and bi-directional.

Learn more at [thermacocareers.com](http://thermacocareers.com)



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6. Attending and presenting at trade shows, conferences, and via webinar as needed.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### **IV. SUPERVISORY RESPONSIBILITY**

This position has no supervisory responsibilities.

#### **V. PHYSICAL DEMANDS & TRAVEL**

- Works in an office and manufacturing plant environment. As-needed travel domestically and abroad. Sight, hearing, speech and written communication capabilities sufficient to interact well with individuals and groups. Responsible for working in a safe manner. This position requires up to 25% travel.

#### **VI. REQUIRED EDUCATION & EXPERIENCE**

1. A bachelor's degree in a business or technical discipline or equivalent experience in related field required.
2. 3-5 years of overall business experience. Experience in a job requiring project management for success desired.

#### **IX. OTHER DUTIES**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.