

Thermaco Incorporated

POSITION DESCRIPTION

Position Title: Marketing Manager

Thermaco® creates technology that protects the environment within the foodservice industry. Through the products we make and market, Big Dipper® Automatic Grease Traps and Trapzilla® Supercapacity Grease Interceptors, we help commercial kitchens and communities manage kitchen grease in an environmentally responsible and efficient manner.

The Marketing Associate will lead marketing strategy and execution for both Big Dipper & Trapzilla brands. These marketing efforts will impact customers and communities by increasing product knowledge with these audiences and strengthening their connection to the brands.

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

I. KEY POSITION RESPONSIBILITIES

A. Analysis

- i. Analyze sales and marketing metrics.
- ii. Follow and analyze market trends to position products.
- iii. Gather feedback from audiences via surveys and interviews to determine brand and product perceptions and to identify opportunities.
- iv. Evaluate projects using relevant KPIs and feedback from existing and prospective customers.

B. Planning

- i. Together with the Sales & Marketing Director help create brand goals for awareness and engagement.
- ii. Develop creative and media campaigns. Coordinate outside creative and media agencies for execution.

C. Execution

- i. Design and implement marketing strategies aligned with business targets.
- ii. Translate product technical details into benefits for the user.
- iii. Create marketing plans and budgets on a quarter and annual basis for achieving the brand goals. Allocate funds wisely.
- iv. Produce relevant content for our audiences and implement in various digital and traditional media forms.
- v. Design and lead the launch plans for new products. Test the marketing of product features, releases and ad copy.
- vi. Build and nurture strategic relationships and partner with key industry

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- players, agencies and vendors.
- vii. Represent brands at trade shows and other industry events.
- viii. Support business development efforts through marketing resource creation.

II. QUALIFICATIONS

- A. Four (4) year college degree preferably in marketing or communications.
- B. Experience managing projects involving internal and external teams.
- C. Innovative self starter with strong work ethic, comfortable working alone or in a team environment.

III. PHYSICAL CONDITIONS/WORK ENVIRONMENT

Works in an office and plant environment. As much as 30% time devoted to travel domestically and abroad. Sight, hearing, and speech capabilities sufficient to communicate well with individuals and groups. Responsible for working in a safe manner.

JOB RELATIONSHIPS

Reports to: Sales & Marketing Director

Position Relationships: Dotted Line Relationships to Engineering Manager, Customer Service Manager, Chief Financial Officer

ABOUT US

Thermaco is a leading manufacturer of food service facility environmental treatment systems. Learn more about Thermaco at www.thermaco.com

The above statements are intended to describe the general nature and level of work being performed by people assigned this job classification. They are not to be construed as an all-inclusive list of duties, skills, and responsibilities of people so assigned.

Candidate Application Information:

Please apply online at thermacocareers.com/apply

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