

VP of Marketing

Exempt Position- Remote 30% Travel

Reports to CEO

This position is responsible for the design, implementation, and monitoring of effective marketing strategies, which achieve both short and long-term strategic and financial objectives. The incumbent will work closely with the VP of Technology and VP of Sales in support of the TechnoMarketing team and provide ideas and recommendations to best determine where to deploy resources in support of our growth objectives, translating business priorities into marketing strategies and tactics to achieve broad financial and strategic goals.

- Develop and implement a cohesive marketing plan to increase brand awareness and help penetrate or translate existing and new markets for continued growth.
- In conjunction with Technology and Sales, prioritize marketing projects, set short/long term goals for team, and allocate resources accordingly to ensure success.
- Provide guidance and ideas to organize effective market activation plans (MAP) and/or marketing campaigns.
- Monitor all MAPs and marketing campaigns to ensure on track and review/adjust as needed based on feedback and learnings from market.
- Keep Senior Management team and key company personnel informed as to the progress in meeting agreed upon objectives.
- Conduct market analysis to identify challenges and opportunities for growth, helping to identify new potential translations or markets for pipeline.
- Craft messaging and positioning in the market, translating technical concepts into value in use stories for customer presentations, literature, trade show support, etc.
- Participate - SMT, TechnoMarketing, board, etc.

RESPONSIBILITIES

a. Embed strategic marketing across the organization.

- Ensure and keep current market segmentation and needs-based segmentation for majority of customers.
- Through strategic market planning, determine key markets and customers for targeting and positioning for growth.
- Assess and determine where new opportunities are across business units and regions including Market Potential (Market size, growth rates, Channel analysis, Revenue/Profit potential-near term and steady state); Customer/Market Needs Assessment; and Strategic Fit
- Understand and quantify the company's capabilities, SWOT, gap quantification for opportunities (Products, Customers/Markets, Manufacturing, Technology & IP)
- Develop Annual Market plans for select segments and applications and execute those plans.
- Align and execute goals in conjunction with the executive team.

- Work with VP of Sales and VP Technology & Innovation in developing value propositions for key product lines and training sales professionals on those value props as well as other key market, segment, application, and product training.
- Ensure alignment to corporate marketing strategy including customer tiering (segmentation), business service standards and transactional service standards.

b. Drive Strategic Pricing

- Drive with VP Sales the pricing infrastructure and processes, value pricing, and pricing execution by region.

c. Drive Growth Playbook

- Assist with strategy/planning/refinement of metrics and programs for New Product and/or New Market Development initiatives.
- Lead/facilitate cross-functional teams on innovative ideas, Product- and Market- development programs with global potential.
- Work with VP of Technology & Innovation in driving new product development, with a cross-functional team, to help create and execute launch plans for key new product introductions.
- Develop and implement a cohesive marketing plan to increase brand awareness and help penetrate or translate existing and new markets for continued growth.
- Utilize Market Research expertise (materials, businesses, market trends, etc.) to determine and drive market research for new markets and new geographies.
- Key interfaces & effective communications with CEO, Senior Leadership Team, and the entire organization

REQUIREMENTS

1. Education

- Bachelor's degree in science, Engineering, Business Administration, Marketing, or closely related field.
- MBA preferred.

2. Experience

- Proven work experience as senior leader of Marketing organization.
- Demonstrable experience designing and implementing successful marketing campaigns.

3. Skills and Abilities

- Strong leadership and excellent communications skills with strong analytical and project management knowledge.
- Strategic mindset with ability to make tough decisions.

4. Competencies:

- Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs workflows and procedures.
- Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.
- Interpersonal/Communication - Focuses on solving conflict; Maintains confidentiality; Listens to others; Remains open to others' ideas and tries new things; Speaks clearly and persuasively; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed; Recognizes accomplishments of other team members.
- Leadership - Exhibits confidence in self and others; Inspires and motivates others to perform well; Inspires respect and trust; Accepts feedback from others; Provides vision and inspiration to peers and subordinates; Gives appropriate recognition to others; Displays passion and optimism; Mobilizes others to fulfill the vision.
- Business Acumen - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.
- Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.

Must be authorized to work for an employer in the USA without current or future restrictions.

To apply, send cover letter and resume to:

careers@gaylordchem.com

Gaylord Chemical is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, pregnancy, genetic conditions, status as a protected veteran, or status as a qualified individual with a disability.