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**JOB TITLE:** Marketing Manager

**JOB CLASSIFICATION:** Exempt

**DEPARTMENT:** Marketing

**REPORTS TO:** General Manager

**LOCATION:** Lenexa, KS

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### **SUMMARY/OBJECTIVE**

The Marketing Manager leads the development of all marketing, advertising, and training materials/media for the Company. The workload spans the entire business from integrated bulk material automated systems to the aftermarket of components and parts. This position's primary objective is to develop and execute high value marketing and brand initiatives that generate incremental business for the Company. The Marketing Manager works closely with the Technical Sales Manager, Regional Sales Managers, and Aftermarket Product Manager during the development and execution of all marketing activities. This position reports to the General Manager.

### **ESSENTIAL FUNCTIONS**

- Develop, plan, and execute on initiatives and activities effective for lead generation including, but not limited to, webinars, white papers, social media, videos and product highlights.
- Primary point of contact for 3rd party marketing agency: Website (SEO, blogs, pay per click, and media campaigns) to increase on-line lead generation and conversion.
- Gathers and analyzes information via Salesforce to identify new markets and customers, demand for products and services, and efficacy of existing marketing campaigns and strategies.
- Forecasts and analyzes sales trends and marketing strategies; prepares and presents reports summarizing information; makes recommendations based on analysis.
- Create positioning documents for the commercial sales team to best define how certain solutions benefit customers and prospects.
- Develops and distributes materials for sales training.
- Collaborates, participates, and coordinates promotional activities and trade shows.
- Negotiates contracts for services needed to execute a marketing strategy.
- Other duties and responsibilities as assigned, including special projects.

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

### **COMPETENCIES**

- Team player comfortable with managing multiple stakeholders with strong opinions and, sometimes, competing commercial objectives.
- Ability to create, implement, and monitor the marketing budget.
- Excellent verbal and written communication skills
- Ability to work with minimum direction
- Adaptability to changing priorities

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- Initiative-taker, self-reliant
- Strong negotiation skills
- Excellent critical thinking skills
- Strong customer focus

## **EDUCATION AND EXPERIENCE**

### **Minimum Requirements:**

- Associates Degree.
- 7 - 10 years' experience in marketing and related positions.
- 2 - 5 years' Salesforce experience, preferred administrator.
- Proficient with Microsoft Office Suite, Adobe (Photoshop, Illustrator, InDesign), Word Press, and Google Analytics.

### **Preferred:**

- Associates or Bachelor's degree in marketing, advertising or communications.
- Experience with industrial businesses transacting directly with end customers.
- Experience with automation/integration businesses as well as aftermarket sales of parts and components.

## **SUPERVISORY RESPONSIBILITY**

This position has no supervisory responsibilities.

## **POSITION TYPE/EXPECTED WORK HOURS**

This is an exempt, full-time position.

## **WORK ENVIRONMENT**

This position operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines. The performance of this position may occasionally require exposure to the manufacturing areas, which may require the use of personal protective equipment such as safety glasses with side shields, mandatory hearing protection, and safety footwear.

## **PHYSICAL ACTIVITIES AND REQUIREMENTS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.

## **TRAVEL**

Minimal travel (5-10%) as needed, for trade shows and to Company's manufacturing operations in Parsons, KS.

## **OTHER DUTIES**

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 position. Duties, responsibilities, and activities may change at any time with or without notice.

## **WORK AUTHORIZATION**

Applicants must be legally authorized to work in the United States. Verification of employment eligibility will be required at the time of hire. Visa sponsorship is not available for this position.

Magnum Systems' policy is to provide equal opportunity to all people without regard to race, color, religion, national origin, ancestry, marital status, veteran status, age, disability, pregnancy, genetic information, citizenship status, sex, sexual orientation, gender identity or any other legally protected category.

**Magnum Systems is proud to be a drug-free workplace.**