

Job Title	Vertical Marketing Strategist (Automotive Market)
Reports to	VP Marketing
Objective	The Vertical Marketing Strategist is involved in developing and integrating regionalized marketing strategies and providing insight and direction for the designated Automotive markets of Tracer Products. Analyze quantitative and qualitative market data to design and implement marketing campaigns tailored to global regions. Be responsible for staying cutting edge of trends in marketplace, documenting, communicating and presenting findings through marketing campaigns and reports.
Responsibilities	<p>Contribute to the creation of annual marketing plans including promotions, product launches, programs, and other initiatives for dealers and end users.</p> <p>Competitor Intelligence and SWOT Analysis on a quarterly basis for our Automotive brands line of products.</p> <ul style="list-style-type: none"> • Product Launch Campaigns and ongoing promotional campaigns, tailored to different market regions. • Lead Nurturing and Tracking and metric reporting from various marketing channels • Tracking of Pricing structures and sales trends on quarterly basis and design promotional campaigns to improve marketshare • Maintain Marketing Asset Portfolio for designated automotive market (global basis - both domestic and international) • Conduct Competitive research, stay on top of industry trends and provide credible and insightful presentation of results. • Assist product marketing in new product development marketing tasks. • Content creation for Distributors, Reps and Customer base around product promotions. • Ensure accurate product info across all outbound materials and brand consistency. • Collaborate in the overall message direction of ads, web, and email campaigns with Product Managers and other Marketing Specialists. • Collaborate with other members of the Marketing team, Product Specialists, Sales and external influencers to produce relevant, actionable content that meets the needs of stakeholders and our audiences, including sales tools, video and lead generation tools. • Read and research blogs and trade publications specific to the industry.
Required Skills & Education	<p>Technical expertise with cars, automotive components, tools & equipment, Auto OEM, OES or Aftermarket Distribution</p> <p>General knowledge and aptitude to marketing methodologies</p> <p>Strong computer skills are a requirement. A high level of experience and proficiency in Microsoft Office Suite.</p> <p>3 years of automotive experience preferred</p> <p>Prior experience working across multiple company functions preferred</p>

DISCLAIMER: The information in this description indicates the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.

REGULATORY COMPLIANCE INFORMATION

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines

Physical Demands

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.

Position Type/Expected Hours of Work

This is a full-time position, and hours of work and days are Monday through Friday, 8:30 a.m. to 5 p.m.

AAP/EEO Statement

Spectronics provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, amnesty or status as a covered veteran in accordance with applicable federal, state and local laws. Spectronics complies with applicable state and local laws governing non-discrimination in employment. This policy applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation and training.

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Signatures

This job description has been approved by all levels of management:

Manager _____

Director _____

HR _____

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee _____ Date _____