

## Job Description

Job Title: **NAM Marketing Specialist**

Level:

Reports to: VP Business Development

Matrix Reporting: Corporate Marketing

Last Revision: June 2022

Office location: Waller TX, or Houma LA

### Purpose

The NAM Marketing Specialist is responsible for developing, implementing, executing and tracking marketing strategies across the NAM Region for the various Burckhardt Group Companies including: Arkos, BCCA, BCUS. The Marketing Director will report directly to Vice President Business Development however will also have dotted line reporting into the various organizations and BC Corporate.

### Duties and Essential Functions

- Participate in the development of branding and corporate identity initiatives.
- Develop and implement marketing plans, including promotional calendars and programs, new product introductions and other marketing projects.
- Works with VP BD in supporting the CRM system, reports and analytics
- Develop and manage marketing budgets for each assigned area.
- Support the development and execution of Corporate and Regional Branding Campaigns.
- Work with Business Leaders to establish and grow a target market share.
- Conduct and or supports customer, brand and product research initiatives.
- Offer expert advice to develop innovative advertising, public relations, social media and events.
- Negotiate with media partners to guarantee advantageous contracts.
- Work with business development team and sales teams on brand initiatives
- Manage agency providers, consultants, freelancers and other suppliers, including contract negotiation and management.
- Demonstrate excellent communication and interpersonal skills.
- Responsible for Arkos website including updates
- May oversee the operation of a company's website or email marketing program and provide analytics review.
- Develops social media presence and content
- Maintains the company store content
- Responsible for trade shows, local customer events, internal meetings and internal events.
- Support VP BD Arkos as required
- Performs other related duties as assigned by management.

## Job Requirements

### Education:

- Bachelor's degree in Business, Marketing or related field experience
- Proficiency in Microsoft Office products and CRM programs.

### Experience:

- Minimum 7 years of experience in marketing roles including content creation, website administration, trade shows or equivalent
- Aftermarket services or energy industry experience preferred.
- CRM experience helpful.

### Skill Requirements:

- An ability to understand buyer needs. ...
- Know the sales process. ...
- Critical thinking and problem-solving skills. ...
- Creativity and writing skills. ...
- Good teamwork skills. ...
- Communication skills and networking. ...
- Adaptability. ...
- Good organization and planning skills.
- Excellent written and verbal communication skills
- Proven experience developing marketing plans and campaigns
- Strong project management, multitasking, and decision-making skills
- Metrics-driven marketing mind with eye for creativity
- Experience with marketing automation and CRM tools
- Proven leadership and business acumen skills.
- Well-developed negotiation, project and account management skills.
- Demonstrated proficiency in leading and motivating subordinates.
- Good judgement with the ability to make timely and sound decisions.
- Creative, flexible, and innovative team player.
- Commitment to excellence and high standards.
- Ability to work with all levels of management.
- Strong organizational, problem-solving, and analytical skills.
- Excellent written and verbal communication skills.
- Demonstrated ability to make successful presentations to individuals and/or groups at all levels of an organization.
- Ability to work independently and as a member of various teams and committees.
- Proven ability to handle multiple projects and meet deadlines.
- Strong interpersonal skills.

## Working Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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

### Light Duty Work

While performing the duties of this job:

- The employee is regularly required to use hands to finger, handle, or feel; reach with hands and arms; talk or hear.
- Frequently is required to stand, walk, and sit. Minimal climbing and stooping required.
- The employee must occasionally lift 10 pounds and/or move up to 25 pounds.
- Specific vision abilities required by this job include close vision depth perception, and ability to focus.

### Office/Sedentary Position

The working environment will generally be well-lighted, heated and/or air-conditioned indoor office setting with adequate ventilation. The employee should expect to be exposed to moderate noise levels such as business office computers and printers, light foot traffic, and telecommunications. Overnight travel by land or air is expected. Travel to client's offices and Project sites will be required.

### Travel

Some travel required including but limited to tradeshow, conferences and other locations required to fulfill job requirements.