

Marketing Specialist

JOB DESCRIPTION:

The Marketing Specialist is responsible for coordinating all aspects of NKK's distribution channel marketing efforts, within the organization. Reports to Marketing Manager. Supports both Marketing Manager and outside Territory Sales Managers.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Coordinate distributor events and trainings to include assisting in the creation of presentation materials, researching and scheduling events, facilitating delivery of marketing materials to outside sales team and/or distribution partners.

Responsible for monitoring and tracking distributor marketing activity.

Assist outside Territory Sales Managers with marketing needs and sales presentations.

Implement product-focused co-op channel marketing campaigns in order to expand market share.

Coordinate lead management activity to focus effort on strategic outreach, follow up and lead tracking.

Track, process and file all marketing related expenses.

Coordinate the production of branded and promotional items.

Coordinate tradeshow activity. Work with external vendors and internal staff to implement tradeshow marketing plan. Reserve booth space, ship materials, order tradeshow related items, track and report expenses.

Other duties may be assigned

SUPERVISORY RESPONSIBILITIES

There are no supervisory responsibilities for this position.

Reports to Marketing Manager

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Bachelor's degree and a minimum of five years performing channel marketing functions. Previous experience managing co-op marketing budgets ideally within a channel marketing setting.

Experience in a manufacturing, industrial (electro-mechanical), electronics or technical environment. Experience working for an electronics distributor a plus. Strong understanding of the distribution channels for the electro-mechanical industry.

Demonstrated previous experience monitoring and tracking marketing budgets.
Experience planning and coordinating events.

Fluent in Microsoft Office Suite – Excel/Word/PowerPoint.

Detail-oriented, self-starter.

To apply for this position, email Jessica Reimann (jreimann@nkkswitches.com).