



Marketing and Business Development Manager

Grade: 39

Reports To:	President	Department:	Corporate
Date:	6/11/2008	Classification:	Exempt

Job Purpose:

Plans, develops, and oversees execution of marketing and business development strategies according to objectives of the company. Reports directly to President, manages small marketing department, and provides support for sales department efforts.

Essential Functions:

1. **Management team** - Serve on top management team; lending judgement, experience, training, and marketing perspective to discussions and decisions ranging from employment policies to new business efforts. Supervise marketing assistant.
2. **Strategic programs** - Coordinate execution of current strategic programs, facilitate future strategic planning efforts. Oversees growth strategy that includes research, business planning, and evaluating new ventures.
3. **Brand management** - Oversee and strengthen branding and positioning through adherence to branding guidelines, reinforcing branding in external and internal communications, and overseeing development of brand over time.
4. **Business development** - Work with company president and management to identify growth opportunities. Assist with evaluation, approach, due diligence, and negotiations. Coordinate research and development of business plans for new services, facilities, and business ventures.
5. **Marketing management** - Research, develop, and execute marketing strategies geared towards generating qualified new sales leads, growing existing client accounts, and boosting name awareness. Develops policies and tools to measure efforts. Creates and manages marketing department budget. Manages department employees and vendors. Efforts may include, but are not limited to:
 1. Interactive / Web Marketing: Search Engine Optimization, search engine advertising, eNewsletters, web site maintenance/creation/improvement, web lead management.
 2. Sales Materials: Print and digital. Brochures, fact sheets, direct mailpieces, promotional items, DVD, trade show booths and materials.
 3. Publicity: Submitted press releases. Soliciting coverage in trade magazines, local business publications, etc. Handling radio/TV/print media requests – including coordinating location shoots and interviews. Speech writing, coordinating seminars. Give guided tours of UV&S facilities as needed.
 4. Market research: Including clients, industries, geographic markets, etc.
 5. Advertising: Trade publications and directories, yellow pages, special event sponsorships, trade show sponsorships.

6. Trade Shows: Pre-show and post-show marketing efforts.
 7. Signage and fleet graphics.
 8. Kansas Underground Salt Museum: Periodically maintain/update the UVS gallery within the museum.
 9. Service / Product Development: Identify areas for improvement, identify needs and corresponding new services or products, develop for marketplace.
 10. Campaigns – Direct mail, advertising, public relations, etc. Includes sales promotions.
6. **Professionalism** - Carry out duties in a professional, safe and responsible manner, communicating effectively with clients, vendors, partners and co-workers while maintaining the confidentiality and security of client records and confidential corporate information. Perform other duties assigned by supervisor.

Qualifications and Requirements: 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.

1. Bachelor's degree (B. A.) required, plus three to five years full-time marketing experience.
2. Industry specific experience. Prior experience in records management industry or related business information services industries is a plus.
3. Excellent written and verbal communication skills with the ability to clearly communicate goals, interests and positions during discussions. Speaks clearly and persuasively in positive or negative situations; responds well to questions; and participates in meetings.
4. Must be self motivated and able to work without direct, daily supervision.
5. Ability to read, analyze, and interpret documents, technical instructions and procedure manuals. Ability to effectively present information and respond to questions from groups of clients, managers and co-workers.
6. Ability to define problems, collect data, establish facts and draw valid conclusions. Must be able to analyze many variables and choose the most effective course of action for the organization at any given point of time. Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.
7. To perform this job successfully, an individual should have full knowledge of Microsoft Office applications including Excel, Word, PowerPoint, and Access. Must be comfortable with web research and sourcing.
8. Excellent customer service skills with the ability to interact in a positive and professional manner to develop and maintain strong working relationships with clients, vendors, partners, employees, co-workers, management, and directors.
9. 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.
10. Exhibit dependability, including following instructions; responding to management direction; taking responsibility for own actions; keeping commitments; committing to long hours of work when necessary to reach goals; completing tasks on time or notifying appropriate person with an alternate plan.

11. Ability to take independent actions and calculated risks; looks for and takes advantage of opportunities; Asks for and offers help when needed.
12. Ability to make good decisions, including exhibiting sound and accurate judgment; supporting and explaining reasoning for decisions; including the appropriate people in decision-making process; making timely decisions.
13. Ability to prioritize and plan work activities; use time efficiently; and work under time constraints and deadlines.
14. This position requires occasional local and regional travel and occasional national travel by auto and air. Some overnight travel is required.