



America's premier innovator, designer and manufacturer of high-performance wire and cable with a 60-year history of providing solutions to the toughest problems in the world's most extreme environments. We excel at developing customized products, utilizing our cross-linked irradiation technology, that meet power, signal, and data transmission needs—no matter how demanding the challenge—while exceeding standards for quality, durability and safety.

MARKETING

Position Summary/Objective

This position will spearhead all marketing efforts for Champlain Cable, to include coordinating and developing marketing policies, programs, and campaigns.

Essential Functions

- Composes, develops, evaluates, and conducts training on marketing activities, strategies, and policies.
- Collaborates, participates in, and coordinates promotional activities or trade shows.
- Negotiates contracts for services needed to execute a marketing strategy.
- Manages Champlain's web site, updates, modifications.
- Reviews and manages website analytics to optimize performance, SEO, etc.
- Manages Champlain's digital and social media (Linked In, etc.).
- Manages digital and printed materials (spec sheets / literature / imagery / Fliers, etc.)
- Creates and collaborates on marketing initiatives and campaigns (social, white papers, technical pieces, imagery, etc.)
- Manages advertising and press releases in appropriate market magazines, websites, etc. Creates and collaborates on technical articles to promote Champlain's products and technology.
- Manages distributor co-op activities (campaigns, literature/fliers, joint technical pieces, creates content) to give Champlain the best possible value for the spend.
- Manages company meetings and events (venue selection, catering, meeting execution).
- Manages trade shows registration, coordination. Booth, samples, literature, and materials.
- Manages selection and purchase of promotional items (corporate wear, give aways, etc.).
- Maintains and oversees corporate branding.
- Creates and manages corporate presentations.
- Performs other duties as assigned.

Competencies

- Customer/Client Focus
- Creativity and eye for detail
- Excellent written and verbal communications skills (drafting content, proofreading, technical product competency)
- Organization Skills
- Problem Solving/Analysis

Equal Opportunity Employer

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- Digital Technical Capability – MS Publisher, WordPress /Web Site, Adobe, photoshop/creative cloud, PowerPoint
- Presentation Skills
- Teamwork Orientation

Supervisory Responsibility

This position has no supervisory responsibilities.

Physical Demands

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift 15 pounds at times.

Position Type and Expected Hours of Work

This is a full-time position, Monday through Friday. Occasional evening and weekend work may be required as job duties demand.

Travel

Some travel is expected for this position.

Education and Experience:

- Bachelor's degree in Business, Marketing or related field required; Master's degree preferred.
- Minimum of three years of experience in a related field.
- Excellent verbal and written communication skills.
- Excellent interpersonal and customer service skills.
- Excellent organizational skills and attention to detail.
- Strong analytical and problem-solving skills.
- Strong supervisory and leadership skills.
- Ability to create, implement, and monitor budgets.
- Thorough understanding of principles and methods used to promote, display, and sell products and services.
- Proficient with Microsoft Office Suite or related software.