



Director of Marketing Communications

Position Summary:

The Director of Marketing Communications is responsible for all marketing communication which will generate, drive and expedite qualified leads through the sales process resulting in measurable sales growth. The incumbent must develop a marketing communication strategy that aligns with our product development and sales strategies.

Accountabilities:

- Develop and execute a marketing communications strategy that is in alignment with our business.
- Assist in the growth of sales revenue for both Health Care and Education markets while enhancing our brand and public awareness.
- Drive our market communications strategy for our Health Care and Education divisions in strong alliance and coordination with other Managers and Directors within Sales & Marketing.
- Develop and implement appropriate benchmarks, measurements, and metrics for major market communication initiatives.
- Demonstrate ROI and the linkage to driving revenues in either Health Care or Education markets.
- Develop and implement communications strategies to keep distributor channel (USA & International) informed of product and market updates.
- Manage a logistical support person within the marketing communications group.
- Manage and prioritize all Rauland marketing communication requirements Worldwide in coordination with our Sales & Marketing Directors.
- Support Customer Relationship Management (CRM) initiatives and develop Automated Marketing initiatives.
- Collaboration with customers, distributors, marketing, complementary manufacturers, etc.
- At least 30% travel is required – both domestic and international. International travel will require 2 weeks+ out of town at a time.

Qualifications:

Minimum Qualifications:

- Bachelor's degree or equivalent experience required. MBA with emphasis on Marketing preferred.
- Minimum of ten (10) years experience in Marketing Communications.
- Minimum of five (5) years experience in B2B versus Consumer associated marketing.
- Experience in coordinating channel marketing strategies.
- Experience and understanding of Health Care and or Education capital equipment preferred.
- Experience managing print and ad agencies.

Additional Knowledge, Skills, & Abilities:

- Proven experience in hard measurement of ROI of marketing initiatives.
- Proven experience in using social media to drive qualified leads and nurture existing leads within the B2B environment.
- Excellent communication & presentation skills.
- Excellent working knowledge of Microsoft Office suite (Word, Excel, PPT)
- Experience in a CRM tool, i.e. salesforce.com, and its integration to Marketing Automation Tools and the ability to implement such a tool a plus.
- Proven record of accomplished marketing communication objectives.
- Master at analyzing constantly changing situations and solving problems.
- Complete understanding of how to influence internal and external decision-makers and properly position Rauland products/solutions.
- Ability to assist Market/Product Managers in developing a benefit message versus feature focus.
- Ability to ensure linkage and consistency between sales and product development strategies.

Please submit resume to careers@rauland.com and reference RBSMDMC or apply at:
<https://home.eease.adp.com/recruit/?id=1091111>