



Location for this position:

Rowmark
5409 Hamlet Drive
Findlay, OH 45840

Job Title: Field Marketing Manager

Reports To: Director of Marketing and Communications

Primary Purpose: Execute and measure results of various marketing campaigns, as well as work closely with sales and sales enablement teams to take lead on marketing initiatives, while also managing and coordinating day-to-day projects and other marketing employees.

Expected Attributes:

- Positive attitude with a high level of accountability, personal drive, ambition, integrity.
- Competent in communicating and building relationships directly and openly throughout the organization, strong verbal and written communication skills.
- Passion for continuous improvement in all aspects of the position and a personal drive toward positive results
- Team-oriented customer-centered spirit with a passion to learn in a fast-paced, goal/deadline-driven atmosphere

Qualifications:

- Bachelor's degree in marketing or equivalent field
- 3-5 years of related experience, ideally in field marketing or sales enablement
- Excellent computer knowledge and experience with the ability to maintain communication, records, and reports.
- Experience in carrying out marketing efforts, including planning, prioritizing and implementing new strategies.
- Computer experience and knowledge a must – Adobe Creative Suite *or related graphics programs*, Microsoft Word, Excel, PowerPoint and Outlook; HTML, CSS and related web programming languages experience is a plus. Experience with CRM systems and sales and marketing automation is a plus.
- Capability to manage complex projects from beginning to end, successfully balance multiple projects and ensure timely and successful project completion with attention to detail.
- Ability to work in a fast paced environment, with multiple and changing priorities while maintaining strong focus on execution and results.
- Strong interpersonal and collaboration skills with an ability to communicate at all levels of an organization both internally and externally.
- Excellent written and verbal communication skills, including presentation skills.
- Ability to travel approximately 15% of the time as required (including some evenings and weekends) to industry exhibitions, trade shows, and training programs- Onsite trade show duties may require walking, or standing for an extended period of time.

Primary Duties & Responsibilities:

- Manage the development and implementation of marketing and promotional tools that drive sales and promote the company's image.
- Define regional specific marketing plans that support the regional sales activity.



- Coordinate promotional information to ensure alliance with all departments, including sales, customer service, marketing, scheduling, logistics, etc.
- Assist with the development of promotional and educational/informational materials.
- Plan and host online and offline events to create net-new sales opportunities, accelerate existing sales opportunities and deepen our existing customer relationships.
- Strategize, build and execute integrated field campaigns that involve email marketing, direct mail marketing and other channels as you see fit.
- Assist sales team as needed, including increasing brand awareness locally/regionally and driving leads and MQLs for regions.
- Use our content management tool to build landing pages (for events, seminars, etc.) and send automated and personalized behavioral emails.
- Completes all other projects and tasks assigned by management.

At Rowmark, we are passionate about making our customers look great!

We proudly manufacture, market and distribute of a wide array of innovative and quality products for our customers primarily in the awards, recognition and signage markets.

Founded in 1997, our company has developed into the leader in the markets we serve. Our state-of-the-art manufacturing, warehousing and distribution systems continue to be keys to our success.

Rowmark's family of companies is headquartered in Findlay, Ohio, where it manufactures its plastic sheet materials in a new 88,000 square foot facility. Our extensive product line of sheet materials are distributed in over 80 countries around the world.

Rowmark is an Equal Opportunity Employer that values our employees and offers a competitive pay and benefits package, an encouraging, supportive environment with training, professional development, recognition programs and career growth opportunities. Our benefits include profit-sharing, medical, dental, vision, 401(k), life insurance, flexible spending account options, short-term and long-term disability, vacation and paid company holidays.

We believe that people have always been and will continue to drive the success of our company. If this sounds like the opportunity for you, we invite you to submit your name for consideration.

Please send resume and salary requirements to: kwinner@rowmark.com