



**Location for this position:**

Rowmark  
5409 Hamlet Drive  
Findlay, OH 45840

**Job Title:** Marketing & Events Supervisor

**Reports To:** Director of Marketing

**Primary Purpose:** The role of the Marketing & Events Supervisor involves managing internal and external marketing and promotional efforts including overall coordination and execution of company sales tools, advertising and trade show strategies and design. This position will also manage all company related events including trade shows, technology open houses and education seminars (50+ events annually). As a Marketing & Events Supervisor, this position is responsible for ensuring all marketing efforts and events are held to company standards, branding consistency and are in-line with the company's overall strategic goals.

**Expected Attributes of Employees:**

- 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
- Capability to manage complex projects from beginning to end, successfully balance multiple projects and ensure timely and successful project completion.
- High level of creativity, attention to detail, and project management skills.
- Strong self-starter, with a record of success.
- Excellent organizational and planning skills.

**Qualifications:**

- Bachelor's degree in Business Management, Marketing or equivalent work experience.
- 3-5 year's experience in marketing, graphic design, trade show/events or related marketing experience.
- Excellent computer knowledge and experience with the ability to maintain communication, records, and reports.
- 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 sales and marketing automation is a plus.
- 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.
- Strong organizational and planning skills.
- Adept at handling multiple complex projects simultaneously under pressure to meet tight deadlines.



- Capability to manage complex projects from beginning to end, successfully balance multiple projects and ensure timely and successful project completion.
- Flexibility to travel as required to industry exhibitions, trade shows, and training programs.
- Knowledge of marketing communications and graphics a plus.
- The employee must occasionally lift and/or move up to 35lbs.
- Onsite trade show duties may require bending, walking, or standing for an extended period of time.
- Willingness to travel up to 15% domestically to organize events as needed, may include travel on some evenings and weekends.

### **Primary Duties & Responsibilities:**

- Assists in contributing to strategic plans to achieve corporate objectives for products and services.
- Manage the development and implementation of marketing and promotional tools that drive product sales and promote Rowmark and its companies.
- Coordinates promotional information with all Sales, Customer Service, Marketing and company personnel.
- Develop a variety of promotional and educational/informational materials for use on the web.
- Manage the design and execution of print and digital advertising schedule, and sales promotional tools.
- Works with Sales and Marketing to coordinate logistics and deliverables for trade shows. (Logistics can include booking booth and meeting space, managing housing and trade show travel, ordering of electrical and material handling services and equipment, scheduling of freight, pack and shipping of exhibit materials and samples.)
- Coordination of trade shows. This includes designing samples fabricated in-house for promotional, trade show display or otherwise. This requires a close working relationship with the Fab Shop Supervisor.
- Work with vendors, for example, exhibit house, printers, etc., to ensure timely, cost-effective execution of display and assets to support events.
- Manages and works with sales team to establish technology open house and training events schedule.
- Manages deadlines for trade show and event promotions.
- Assists in creation and sending of pre-show and post-show communications (internal and external).
- Travel required to support onsite execution and management of key events, including show set-up, booth support, tear down and packing
- Track expenses and assist in complete financial reconciliation.
- Ensure timely processing and follow-up of show leads in CRM system and distribution to sales force
- Maintain show schedules, project checklist and processes through development of exhibit management template.
- Completes all other projects and tasks assigned by management.

### **Rowmark**

5409 Hamlet Dr.

Findlay, Ohio 45840

[www.rowmarkllc.com](http://www.rowmarkllc.com)

***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. Partnered with Bertram Capital since 2013, the Rowmark family of companies is staged for major growth. Rowmark's family of companies is headquartered in Findlay, Ohio.

Rowmark recently joined forces with several very successful domestic distributors (Johnson Plastics, LaserBits and Bur-Lane), leading to our introduction of Johnson Plastics Plus in 2017 as the leading supplier/distributor to our customers in the engraving, sign-making, awards/recognition, industrial, hospitality, hobby markets. As part of the Rowmark family of companies, Johnson Plastics Plus strives to provide world class service to our customers every day with eleven distributions points throughout the United States. With customer service/distribution centers also located in Belgium and Australia, our extensive product line of sheet materials are distributed in over 80 countries around the world.

Rowmark also serves as sales resource for the digital printing equipment within the signage, promotional products, and awards/recognition markets.

Rowmark also owns and operates a separate lamination and film business unit in Trenton, NC as well as a custom plastic sheet division (Premier Material Concepts – PMC), which serves the engineered custom plastic sheet industry with materials for a variety of custom applications, primarily for the thermoforming industry.

***Location for this position:*** Rowmark, 5409 Hamlet Drive, Findlay, Ohio 45840

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](mailto:kwinner@rowmark.com)