



Job Title: Marketing Manager, Aero/Med

JOB SUMMARY

The Marketing Manager, Aero/Med will be responsible for driving growth in the multiple aerospace and medical brands of MWI. Growth will be achieved through developing and executing marketing programs and communications that increase profitable revenues. Specific accountabilities are listed under Job Function below.

REPORTING TO

Senior Marketing Manager, Aero/Med

ESSENTIAL JOB FUNCTIONS

- Developing a marketing communications strategy that effectively connects the aero/med locations with new customers and leads to increased revenue growth. Special emphasis on supporting the Helical (Santa Maria, CA) location and marketing their product line of machined springs and couplings.
- Develop and implement plans that focus on reaching new customers and retaining current customers with consistent brand messaging across all media platforms
- Support the marketing process that includes a steady flow of customer communications of content that supports the Brands' value propositions
- Writing for various purposes to include news releases, ad copy, e-mail marketing, web content and white papers
- Development of various print collateral; catalogs, flyers, brochures, etc.
- Development of marketing content and materials that can be distributed to support multiple mediums; internet, video, print, mobile, etc.
- Support SEO initiatives of branded websites
- Support additional commercial requests from SVP of Groups, GM of brands
- Maintain and grow all group social media activity; LinkedIn, YouTube, Facebook, Twitter
- Manage automated marketing program
- Support CRM sales process within the various locations and Groups
- Support business relationships with outside service providers i.e. Online directories; industry trade journals, tradeshow; associations.
- Track marketing key performance indicators (KPIs)
- Execute programs within the marketing budget and the annual plan guidelines and track annual budget expenses
- Website maintenance of branded websites including e-commerce components



SKILLS and ABILITIES

- Demonstrated ability to affect product revenue sales through executed marketing programs.
- Strong product communication skills for product features/benefits/monetized benefits and value selling.
- Excellent PowerPoint, Word, Excel skills are required. Graphic design skills (Adobe suite: Illustrator, Photoshop, InDesign) are strongly desired. WordPress or similar CMS experience preferred including e-commerce platforms (i.e. WooCommerce). Automated Marketing software knowledge and / or CRM knowledge a plus
- Excellent communication skills, both written and verbal are required.
- Very effective at multi-tasking, self-motivated, and the ability to excel with minimal supervision.
- Results-oriented with a bias for action

EDUCATION and EXPERIENCE

- BA/BS degree required, engineering or science undergraduate major preferred
- Minimum 5-8 years of progressive B2B marketing experience with prior 3-5 years market manager experience for an aerospace or medical component manufacturer
- Digital marketing and e-commerce experience
- Knowledge of industrial markets and channels served preferred but not required
- Prior sales experience using a value selling approach preferred but not required