

Position Specification

Company: Safe Reflections Inc.
Position: Marketing Manager
Reporting: VP Business Development
Location: Saint Paul, MN
Salary: Commensurate with Experience

The Position:

Safe Reflections is growing as a company and we are growing our team as well. There is a great story developing as we continue to work tirelessly around how the world sees reflective... so that the world can see our customers! We are looking for someone to help us tell that story!

Are you that person? Are you ready for a new challenge and want to join a fast-moving team that is focused on making a real difference and a real impact? We have recently begun to build out the Marketing function within Safety Reflections and are at a critical point as we add a dedicated marketing professional to oversee a wide variety of marketing and communications activities.

This role will report to the newly hired VP-Business Development and be ideal for a hands-on marketing and communications specialist that is looking make an impact on a growing company and a diverse customer base.

Responsibilities include the following:

- Develops strategic marketing plan to meet goals and objectives of the company.
- Develops and maintains marketing budgets.
- Plans and coordinates the marketing of current and new programs.
- Develops and coordinates production of marketing and promotional materials and programs including but not limited to print, electronic media, photography, video, trade show, direct mail and signage.
- Provide specific support for selling efforts including development of selling tools, sales presentations and key customer communications.
- Responsible for the 3M Marketing Fund Development (MDF) annual account.
- Develops plans, programs and promotions to improve market penetrations and meet company objectives.
- Coordinates and manages market research and competitive analysis; utilizes knowledge and prepares reports as needed.
- Assists with the development and maintenance of consistent company image and messaging throughout all marketing and promotional materials and product lines.
- Manage press release process.
- Website: Responsible for development, implementation and maintenance of the company's web presence. Will play a major role in developing a new global website for the company. Monitors web traffic, performance and capacity to identify, prevent and resolve issues.
- Coordinates and manages marketing outside agencies and contractors.
- Manage social media marketing campaigns and day-to-day activities including: Development of relevant content topics to reach the company's target customers. Creation, curation, and management of all published content (images, video and written).
- Attend all required and assigned meetings and trainings.
- Other duties as assigned.

Marketing Manager

Qualifications:

To perform this job successfully an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and Experience:

- Bachelor's degree (B.A.) Marketing, Communications or Business Administration or equivalent in related field.
- 4-6 years related experience.
- Excellent written and oral communications skills.
- Excellent presentation skills.
- Strong organizational, problem-solving and analytical skills.
- Ability to manage priorities and workflow.
- Versatility, flexibility and a willingness to enthusiastically work within an environment of constant change and shifting priorities.
- Proven ability to handle multiple projects and meet deadlines.
- Creative, flexible and innovative team player.

Language Skills:

- Language: Fluent English
- Clear and concise written, verbal and interpersonal communication skills that produce desired results.
- Excellent oral, written, interpersonal and communication skills.
- Ability to present information effectively and respond to questions from internal and external customers including sales staff, internal colleagues and vendors.
- Capable of reading and interpreting information with the ability to share with others as needed.
- Ability to use personal computer for standard business and other work-related software with minimum instruction.
- Ability to read and interpret reports, sales materials and other related materials.

Mathematical Ability:

- General knowledge of accounting principals and practices.
- Ability to effectively present financial information and respond to questions from internal and external stakeholders which includes vendors, management, customers and clients.

Mental Essential Functions and Reasoning Ability:

- Manage multiple and varied projects simultaneously with minimal supervision while maintaining attention to detail.
- Excellent analytical, research, deductive reasoning and decision-making abilities.
- Capable of demonstrating an understanding of and being sensitive to serving a culturally diverse population.
- Ability to maintain confidentiality and comply with professional ethics and standards of practice.
- Ability to learn and apply new competencies and information as to enhance individual job performance and make recommendations to the unit.
- Excellent time and organizational abilities with the ability to seek assistance in a professional manner.
- Ability to work and prioritize independently with the capacity to collaborate with others.

Marketing Manager

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- While performing the duties of this position the person is regularly required to walk, bend, crouch and successfully demonstrate the ability to write and use a personal computer.
- Successful performance requires vision abilities to read files, reports, and other work-related forms in both paper and electronic format.
- Employees in this position may need to regularly lift at least 10 lbs. and up to 50 lbs. occasionally and may need to exert themselves while performing the above-mentioned duties.
- Ability to drive a car to perform and/or attend work-related functions. Employee will be reimbursed mileage according to the corporate reimbursement schedule if using a personal vehicle for work related purposes. Position may require that employee has their own reliable transportation.
- Reasonable accommodations will be made as needed to assure staff is safe. Assistance will be provided if employee is unable to complete a task.

Safe Reflections is an Equal Employment Opportunity/Affirmative Action Employer. Women, minorities, veterans, and individuals with disabilities as well as all other qualified individuals are encouraged to apply.