



EMPLOYMENT POSTING: Marketing Manager

At Columbia Chemical, providing quality additives for the metal finishing industry is our business. Since our beginning in 1975, we have specialized in developing high quality plating processes. Located in Brunswick, OH, Columbia Chemical is an ESOP Company with easy access to Interstate 71. Columbia Chemical is an Equal Opportunity Employer.

We currently have the following opportunity for a **Marketing Manager**.

JOB DUTIES PERFORMED

- Develop, plan and implement strategic marketing and branding objectives that support company sales goals through collaboration with company executives and other personnel.
- Lead all areas of content generation and production across all marketing channels. This includes but is not limited to print and digital advertising, company website, newsletters, news releases, product literature, presentations, sales literature, social media and tradeshow.
- Provide internal assistance to all departments to create and edit forms, surveys, technical data sheets, reports and other needed documents. Work with departments to maintain established standards and “look” of company materials to ensure consistent branding.
- Develop marketing and promotional campaigns and work with the sales group to ensure successful roll-outs. Use existing CRM platform to drive direct marketing campaigns to existing and prospective customers.
- Maintain effective internal communication with department managers and other employees so that they are kept informed of notable marketing activities and objectives.
- Monitor, analyze and report on the effectiveness of marketing and promotional campaigns, advertising, etc.
- Work with the Director, Sales & Marketing to develop and adhere to the department budget.
- Review all marketing related vendor invoices for accuracy and submit to accounts payable in a timely fashion.
- Respond to incoming e-communications and involve appropriate company personnel to follow-up with or to pursue possible sales leads.
- Other duties, as assigned.

Reports to: Executive Vice President

Exempt

MINIMUM REQUIREMENTS

- Bachelors' Degree in Business or Marketing, or equivalent experience.
- Minimum of 5 years' experience in business to business marketing.
- Experienced in the use of Microsoft Office based software programs and Adobe document design or similar software.
- Excellent verbal and written communication skills.

COMPENSATION

- Healthcare, 401(k), Employee Stock Ownership Plan.
- Salary commensurate with experience.

CONTACT

Email resume in PDF or Word format to **careers@columbiachemical.com**
or mail to:

**Human Resources Dept.
Columbia Chemical Corporation
1000 Western Drive
Brunswick, OH 44212**

No phone calls please.