



Dukane IAS, LLC, located in St. Charles, IL seeks a **Global Marketing Manager**.

Reports To: President

General Position Description and Purpose

Responsible for handling the promotion of Dukane and its products and services around the world. You will work with corporate and foreign country managers to develop materials, conduct market research and develop strategies to improve Dukane's sale position. You will also work on developing the company's brand and image. Other tasks will include identifying competition and working with the sales and engineering development departments to determine what products and services need marketing.

In addition, you will research global business and industry, and, depending Dukane's status in the global market, you will help Dukane expand in international sales. Dukane's Global Marketing Manager will be required to coordinate all marketing efforts and consistency worldwide.

Position Function

Listed below are typical functions performed in this position. This description should not be construed to contain every function/responsibility that may be required to be performed by the individual in this position as he or she is required to perform other related functions as assigned.

Primary Functions

- Develop strategic marketing plans including pricing and promotional planning for all plastic joining products and coordinate with product specialists to evaluate all commercial specifications and ensure compliance to same.
- Coordinate with country managers and prepare strategies to achieve growth in markets, assist customers to evaluate product scope and processes and ensure best practices for all product lines and associate tools and processes.
- Analyze all business improvement plans and recommend changes if required, monitor all application and product trends and develop appropriate product innovation and provide optimal training to staff on all marketing tools.
- Administer life cycle of all global marketing initiatives and prepare effective strategies to position all processes according to business unit requirement and ensure optimal support to all global strategies.
- Develop and maintain relationships with all marketing teams and develop effective strategies for individual countries and maintain knowledge on all customer markets and prepare innovative plans for all business entities.



Career Opportunity

- Collaborate with global entities to design various communication strategies, prepare reports and manage all communication to senior management and resolve all issues in global marketing sphere.
- Monitor user experience and improve packaging in global markets to enhance same, develop strategies to analyze future requirements for new products and assist to prepare appropriate market strategies to get efficient return on investments.
- Collaborate with engineering and sales teams to develop cost control strategies across all product lines and manage all communications for product benefits and resolve all issues and complaints of customers.
- Administer everyday activities of product lines, perform analysis on same and prepare product strategies and promotional plans. Measure and report performance of marketing programs.
- Work with Corporate Management and foreign entities to develop the company culture, image and brand consistency in every aspect of our marketing presentation.

Other Functions

- Responsible for all Domestic Trade Shows, along with maintaining and organizing all trade show materials, booths, demo equipment.

Physical and Visual Activities

Traveling/Driving (frequently), Standing (frequently), Walking (frequently), Climbing (occasionally), Stooping (occasionally), Kneeling (occasionally), Crouching (occasionally), Reaching (frequently), Handling (frequently), Fingering (frequently), Feeling (frequently), Talking (frequently), Hearing (frequently), Sitting (frequently), Lifting (frequently - less than 100 lbs.) Carrying (frequently - less than 50 lbs.), Acuity far (occasionally), Acuity near (frequently), Depth perception (frequently) Color Vision (frequently).

Minimum Education and Experience Requirements

- Bachelor's degree in business or related field, master's degree preferred
- Certifications that provide evidence of a desire for continued education are a plus
- 5+ years' experience in global marketing of capital equipment. Plastic industry or light automation preferred.
- Current on industry standards and best practices
- Transformative approach to leadership that inspires and empowers others
- Aware of the latest market trends and shifts, as well as projections for the future
- Evidence of ability to innovate and implement change successfully

DUKANE

Career Opportunity

- Ability to prioritize high-value tasks and focus under pressure
- Exceptional communication and presentation skills
- Able to be persuasive and procure buy-in from upper management
- Solid computer skills and awareness of web-based marketing and social media
- Outstanding organizational skills
- Driven and committed to success while maintaining integrity
- Multiple foreign languages preferred
- International travel required, i.e., 1 week every 3 months

Our generous full-time benefits include career opportunities, competitive salaries and comprehensive healthcare (medical, dental, vision, prescription) as well as 401(k). Join a stable, family work environment company with over 90 years of business success.

Send resume and salary history to:

Dukane IAS, LLC.

Attn: Human Resources

2900 Dukane Dr

St. Charles, IL 60174

or e-mail: tgoldman@dukane.com

<http://www.dukane.com>

an EE/AA employer