



Marketing Communications Manager

Highland, IL

Job Summary: Manages and administers the Corporate Marketing Communications Department in accordance with the Company's objectives. Creates, implements and oversees communications and marketing programs that effectively describe and promote Basler Electric and its products. Provides support to all product groups for marketing plans, new product introductions and promotional programs. Administers structure and content of corporate internet, intranet and electronic promotions. Individual has the overall responsibility of developing and creating editorial and graphic content for the Company's electronic media.

Reports to: Vice President of Marketing

Manages: Technical Writers and Marketing Communications Specialist

- Essential Duties:**
- Manages the Corporate Marketing Communications Department; including budgeting, allocating and managing overall department budget, and monitors spending. Identifies and executes cost savings initiatives.
 - Responsible for training, motivation, performance, evaluations and staffing requirements.
 - Understands and efficiently uses corporate business system (Oracle). Maintains customer mailing database.
 - Direct publishing activities including providing creative inputs, prioritizing scheduling and approvals of material to be produced.
 - Assigns or manages projects to produce required artwork for the production of advertising and Sales promotion material, utilizing internal and purchased outside sources.
 - Maintains leading edge understanding of all Internet/Intranet/Web site technologies including social media.
 - Coordinates functions of web development to provide a common look and feel for all print and electronic communications.
 - Leads the design, development and maintenance of the Company's website content and overall strategy.
 - Oversees the monitoring of website performance, if performance problems are identified, works to resolve the issue with internal and/or external resources for resolutions.
 - Analyzes web content trends and makes recommendations to implement new design features to attract customers; this may include aspects of social media, Inbound, Marketing, Outbound Marketing and eNewsletters.
 - Responsible for the monitoring of our partner's websites for content and accuracy.
 - Reports ever period on the ROI for tradeshow and other events to the VP of Marketing.
 - Reports quarterly on website and other electronic media performance to the VP of Marketing and others as assigned.



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- Assists in the negotiations and contracting of equipment purchases and upgrades plus all outsourcing with photographers, designers, marketing consultants, printers, translators and all other support service companies.
- Responsible for the creation, production, and maintenance of all corporate literature, videos, press releases and publicity advertising and effective use of media mix.
- Enforces brand consistency by ensuring uniformity in the application of corporate identity elements across all applications corporate wide.
- Administers and maintains the corporate (global) identity manual and ensures professionalism and proper utilization of the corporate colors and logos for all material produced.
- Works with Product Line Managers, Marketing and Sales to evaluate each product group's communication needs and executes the services as described below:
 - Helps identify promotional opportunities
 - Recommends solutions
 - Provides budgeting suggestions
- Obtains cost estimates, selects proper means to promote products and initiate or execute projects for ads, direct mailers, product literature, sales meetings, sales aids, or publicity releases. Coordinates and executes the media plan.
- Serves as a creative source at the discretion of the user; develops, writes, and edits material for product promotional material.
- Works as the final editor of technical papers and presentations for final review and with the production of these items so that they are professional and represent Basler's Corporate ID guidelines.
- Conducts performance analysis of marketing programs.
- Performs work assigned for promotional materials including product bulletins introductions, presentations, and other literature.
- Travel as assigned by the VP of Marketing.
- Performs other duties as assigned.

Requirements:

- Bachelor's Degree in Marketing or Mass Communications/Business or related field.
- 5+ years of experience in Marketing, electronic publishing, Advertising, and Promotional activities.
- Excellent analytical and project management skills; ability to manage projects with minimal direction on time and within budget.
- Superior communications & organizational skills and ability to multitask on projects.
- Proficiency in Windows Operating System, MS Office Suite, Adobe Acrobat, and design tools.



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Contact:

Basler Electric welcomes employment applications received directly from interested candidates. We prefer that you submit your resume in Microsoft® Word or Adobe® PDF format.

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Human Resources
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