



## Vice President of Marketing

Highland, IL

### Job Summary:

This position has the responsibility for the management of the worldwide marketing activities for the Corporation. The position requires the manager to oversee the budgeting of all product development activities and group expenses for the planning and development of the products and their successful introduction into the market. The position also requires the supervision of the marketing and staff to ensure the customer experience is positive to foster growth. The VP of Marketing will collect new product ideas and establish new product development priorities based on the evaluation of their potential and their practicality. The VP of Marketing will coordinate the development of products between marketing, engineering, sales, finance and manufacturing and manage the development and implementation of the overall marketing programs. An emphasis is placed upon developing new and expanded markets and providing strategic direction for all product lines.

### Reports to:

President and COO

### Essential Duties:

- Supports the Strategic Plan and the Corporate Goals of Basler Electric.
- Oversees the analysis of sales records, research trends, and estimates in market developments and potential.
- Contracts with firms, trade, and market groups to determine customer needs, preferences and/or conduct special surveys.
- Works with Sales to estimate sales potential and application of new products to enhance the organization's competitive position.
- Participates with Sales in sales planning and in short-term and long-term forecasting.
- Conducts sales research to determine current market conditions.
- Serves as a point of contact with outside agencies on matters relating to economics, statistics, marketing, and business policies for which the department has responsibility.
- Manage direct reports and conducts performance reviews, supervise training and developing of subordinates.
- Knowledge of technology-based products and markets.

### Requirements:

- Bachelor's degree Business, or related field and ten plus years' experience in marketing.



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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.

Basler Electric Company  
Human Resources  
12570 Route 143  
Highland, IL 62249-1074

Tel: +1 618.654.2341, ext. 251

Fax: +1 618.654.2351

Email: [employment@basler.com](mailto:employment@basler.com)