



Director of Marketing – Vista, Ca

At Solatube International, Inc., we pride ourselves on manufacturing the world's #1 Tubular Daylighting Device. Our ability to accomplish this goal is based primarily on the people we hire. We look for adaptable, self-motivated, passionate, creative team players. If this sounds like you, why not bring your talents and skills to Solatube International? Visit our website at www.solatube.com

We are seeking a highly organized and energetic Director of Marketing to join our talented team. This position represents Solatube International, Inc. to media, vendors, customers, and consultants. Responsibilities include developing and executing comprehensive marketing plans, programs and revenue related projects of Solatube International, Inc. This individual will be confident with a strong focus on generating results and reporting through analytics solutions.

- Directs and coordinates activities of marketing team to achieve optimum performance
- Confers with customers to evaluate and promote possibilities for improved and expanded marketing
- Prepares advertising material and selects media for its release
- Directs sales aids, advertising, promotional programs, and field services
- Reviews analyses of sales, costs, operations, and forecast data to determine progress toward stated goals and objectives including meeting budget
- Develops market segments to maximum potential
- Identifies growth opportunities for Solatube International, Inc. and develops plans to capture and maximize those opportunities
- Assists sales in achieving satisfactory profit/loss ratio and market share in relation to preset standards and industry and economic trends
- Monitors competitive products and marketing activities and adjusts marketing strategy to meet changing market and competitive conditions

Requirements

- Bachelor's Degree in Marketing required. MBA preferred
- Minimum ten (10) years experience in sales and marketing
- Minimum five (5) years in a leadership position
- Excellent verbal and written communication skills
- Exceptional interpersonal communication skills.
- Ability to manage multiple projects and prioritize deliverables in a demanding, fast paced environment
- Detail-oriented self-starter, ready to step in wherever needed
- Experience optimizing on-site content for maximum visibility and ranking in the major search engines.

Benefits

- We offer growth potential for motivated professionals, great compensation, and full benefits including matching 401k, dental insurance, medical insurance, pre-tax accounts for health care, paid sick time, and paid company holidays.

* Solatube International, Inc. is an Equal Opportunity Employer. Employment contingent upon successful completion of background investigation. Drug-free work environment. Only candidates whose profiles closely match requirements will be contacted during this search.