



Marketing Manager- Residential Segment – 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?

We are in search of a Marketing Manager who will be responsible for national marketing programs targeting the consumer/residential segment. This position drives strategy for penetrating the residential market and supports a nationwide dealer network. The successful candidate will also be marketing team leader for either corporate digital asset strategy or for strategy to maximize ROI from our corporate marketing automation system.

Essential Duties and Responsibilities:

- Drives marketing strategy and planning for residential/consumer segment
- Leadership in assessing buying process and developing go-to-market strategies
- Actively contributes to the overall planning process
- Lead web marketing program; manage, monitor, and improve web metrics
- Define strategy for building and leveraging consumer database
- Exercise initiative by independently researching and resolving inquiries and problems
- Identify market and customer needs and make recommendations
- Ensure programs have measurement plans and that the results are drive planning and decisions
- Leadership position in planning and executing annual national conference
- Key liaison with international distributor network sharing materials and best practices
- Partner with Channel Team to recruit and onboard new dealers
- Conduct marketing presentations to sales representatives and staff
- Develops programs to communicate product and business information to dealers, distributors, inside/outside sales representatives and the general public
- Work with vendors required for certain projects; manage vendors to contractual obligations to ensure successful delivery of desired project results.

Qualifications:

- Bachelor's degree in business, marketing, advertising or communications
- 5+ years in managing or directing a marketing department within an agency or in-house
- Strong project management skills
- Sets high standards for performance in marketing; coaches, empowers others, provides feedback to the team and ensures accountability of team members for results
- Demonstrates excellent communication skills utilizing strong listening skills and logical, systematic approach to assimilating and sharing information in all areas
- Operates with high integrity, is productive under pressure, hands-on when needed

Benefits:

We offer growth potential for motivated professionals, great compensation, and full benefits including matching 401k, bonuses based on individual performance, 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.