



MachMotion
14518 County Road 7240
Newburg, MO 65550
(573) 368-7399 • Fax (573) 341-2672

Marketing Manager

Overview: This individual works directly with and for the Director of Sales & Marketing (Director) at MachMotion, with a preferable strong knowledge base in Computer Numeric Controls (CNC) as well as the heavy machining equipment used. The Marketing Manager is expected to be a creative leader in directing and managing all aspects of marketing MachMotion controls and services. The Marketing Manager coordinates with the Director on most sales activities and works to create and foster relationships with MachMotion customers. Essentially, this position is focused on existing and new sales generation through high-level analysis and creative thinking to drive the MachMotion business development direction and thought processes.

Responsibilities: Responsible for all marketing efforts in the promotion, advertising, coordination, and relationship building to drive the sales of MachMotion products and services. Creativity and action-oriented, providing vision and direction in finding new ways to penetrate the market, are critical aspects of the Marketing Manager. The Director and the Marketing Manager work in parallel with each other in developing quality leads. The Marketing Manager is also responsible for all technology-oriented media tools and efforts, to include, but are not limited to:

1. Multi-Media Production
2. All aspects of the MachMotion website
3. Content creation
4. Email marketing tools
5. SEO and Ad-Words management
6. Blogs and Sales Training
7. All online advertising and social media (Google, Yahoo, Bing, eBay, Facebook, LinkedIn)
8. Oversee external website and marketing to contractors and consultants
9. Manage the marketing aspect of the launch of new products

Non-Tech oriented responsibilities include:

1. Establish overall brand consistency in the market
2. Manage all trade show activity
3. Consistent communication with the leadership team on marketing issues and status
4. Work in conjunction with development and sales departments on the release of new products, providing feedback
5. Document and analyze the CRM and sales processes
6. Provide weekly and monthly operational reporting, ensuring integrity to the process is strong and timely
7. Manage the marketing budget



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Qualifications:

- Bachelor's degree in marketing, business administration or related field
- 3-5 years' experience in sales, marketing, advertising, and brand management
- Experience in website design and content development
- Stellar written and oral communication skills
- Extensive knowledge of current and relevant markets
- Proficient in analytics and market testing
- Willingness to try innovative marketing strategies
- Excellent time management, able to balance many projects at once

Compensation: \$48,000-\$70,000, with potential for sales growth incentive, yet salary considerations will be based on experience of the individual applicant.