



**Job Title:** Marketing Specialist

**Department:** Sales

**Reports to:** President

### **Company Overview:**

Western Marine Electronics (WESMAR), based in Arlington, WA is a world leader in the design and manufacture of sonar for the commercial fishing industry, and marine equipment for propulsion and stabilization of yachts and commercial marine vessels.

Founded in 1965, WESMAR pioneered technology advances in sonar and radar. WESMAR was the first company to introduce counter rotational dual propeller bow and stern thrusters and introduced significant advances in stabilization technology for yachts and work boats.

Due to growth and expansion into our new facility in Arlington, WA we are seeking qualified candidates for the position of a Machinist.

### **Position Overview:**

The Marketing Specialist will help develop and execute the annual marketing plan & marketing programs to drive sales growth and increase market share in served markets. Identify and develop marketing collateral such as literature, web site, and social media. Plan marketing events including activities around trade shows, yachting rendezvous', customer, and employee events.

### **Responsibilities:**

- Work with President / Sales & Marketing Manager to develop and execute the annual marketing plan.
- Work with President / Sales & Marketing Manager to develop annual marketing budget and manage plans to budget.
- Develop, manage, and produce marketing materials including websites, sales collateral, trades show materials, advertising, and promotional items.
- Plan and attend industry trade shows, conferences, and events to promote sales and branding of company product lines.
- Research, develop, and execute strategies to identify market opportunities. Assist in taking existing products into new markets and with new product introductions.
- Develop and manage social media campaigns (Facebook, Instagram, LinkedIn, & other) to promote marketing plans and enhance brand awareness.
- Develop and manage advertising programs.
- Gather and analyze market data including competitive information on product performance, pricing, market share, and competitive intelligence.
- Determine and measure ROI of Marketing campaigns and programs.
- Assist President / Sales & Marketing Manager in setting pricing for new and existing products based on competitive intelligence.
- Develop reporting to monitor sales pipeline and analyze wins and losses to understand sales value proposition for our products versus competition.



- Conduct customer surveys to measure customer satisfaction and identify areas for improvement.
- Perform other duties as assigned.

#### **Qualifications:**

- Requires a bachelor's degree in business, marketing, communications, or other relevant field and 5 years' experience in a marketing position.
- Excellent interpersonal and customer service skills.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Strong analytical skills to develop accurate conclusions data. Ability to use data to develop winning business strategies.
- Excellent problem-solving skills.
- Ability to prioritize tasks and to delegate them when appropriate.
- Ability to manage budgets and deliver programs on-time and on-budget.
- Excellent written & verbal Communication Skills.
- Strong presentation skills.
- Outstanding team skills: demonstrated ability to make a strong contribution on a High Performing Team.
- Creative, innovative, and ability to think "out-side the box" to develop successful marketing campaigns and materials.

#### **Computer/Technology Experience:**

- Highly proficient with Microsoft Office Suite or related software.
- Familiarity with managing websites, social medial platforms.
- Knowledge of survey software programs (ex. Survey Monkey).

#### **Certificates/Licenses:**

- 

#### **Work Environment:**

- Varied environment including a standard office environment with desktop business equipment and frequent telephone calls.
- As is common in a small manufacturing business, hands on work on the shop floor and at trade shows and conferences will be required.
- Some international and domestic travel will be required to visit customers and attend industry conferences and events
- Frequent communication may be required

#### **Physical Demands:**

- Capable of lifting and/or moving objects up to 25 pounds
- Frequently reach with hands and fingers
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions

#### **Compensation:**

- Depends on Experience



**Benefits:**

- Medical / Dental / Vision / Life
- 401K
- Optional additional life insurance
- Paid Holidays / Vacation
- Employee Recognition Programs

Please submit your resume through email to [HR@wesmar.com](mailto:HR@wesmar.com).