

**TITLE:** Vice President, Marketing

**LOCATION:** OHIO

**COMPANY:** Our client is one of the largest wholesale electrical distributors in the USA.

**ROLE FOCUS:** The Vice President of Marketing will lead the marketing effort within a flat organizational structure. Successful candidates will have the ability to provide executive-level strategic marketing leadership while also being a hands-on member of the marketing team. Marketing activities primarily target medium to large electrical contractors.

**RESPONSIBILITIES:**

- Develop and implement a strategic marketing plan for the company
- Use data and analytics to create and drive programs that increase customer loyalty and share-of-wallet
- Serve as an active member of the senior management team
- Partner with leadership to identify, develop and execute short and long term marketing activities that promote new customer acquisition/retention, increased sales and margin growth
- Introduce new marketing ideas, channels and tactics to help scale the business
- Lead the development of all marketing collateral and sales support tools
- Identify and manage appropriate, cost effective marketing vendors
- Intimately understand the sales process and identify opportunities to assist the sales team in finding and retaining customers.
- Lead website content and branding. Manage all email marketing, SEO and social media strategy and execution, including audience, segmentation and targeting.
- Maintain corporate identity guidelines and standards
- Monitor, analyze and measure marketing effectiveness/productivity and provide practical high impact solutions to improve ROI.
- Drive results in a highly decentralized organization through influence, persuasion, leadership, presentations, training, and group facilitation skills

**IDEAL CANDIDATE:**

- Bachelor's degree or equivalent experience, an MBA is an asset
- Ten (10) years+ of experience in marketing with a focus on strategic marketing, customer acquisition, retention and branding

- Broad functional experience in strategic planning, business development, market research and promotions/advertising.
- Must be able to lead cross-functional teams in a matrix environment
- Strong ability to gain trust and create alignment across the organization on a marketing strategy
- Ability to think strategically with strong analytical and problem solving skills
- High ethical standards
- Excellent communication skills (both oral and written)
- Exposure to the industrial distribution or building materials sectors preferred