

## **The French Oil Mill Machinery Company Job Description**

**Job Title:** Technical Marketing Supervisor  
**Department:** Sales  
**Reports To:** Vice President  
**FLSA Status:** Exempt  
**Prepared By:** Tayte French Lutz  
**Prepared Date:** June 5, 2023  
**Approved By:** Jason McDaniel (pending)  
**Approved Date:**

### **SUMMARY**

This position will work closely with the Vice President to coordinate and execute the marketing plan based on company strategic objectives, market characteristics, customer feedback and budgetary constraints by performing the following duties.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

Work with the Vice President to understand culture and core business structure associated with the marketing plan.

Assure consistent communication of image and position through the organization both internal and external.

Coordinate the marketing among all French brands and subsidiaries including French, TMP, TMP Asian, Uni-Temp, FOM (Shanghai) and THT.

Participates in all sales meetings and select events.

Confers with Vice President and product Sales Engineers to discuss present and potential markets, plan marketing strategies and objectives, and outline new policies or sales promotion campaign.

Gathers and selects sources of information to determine market characteristics, measurements of market potentials, market-share analysis, and sales analysis.

At the direction of the Vice President conduct competitor research to understand the features and benefits of their products and pricing, their revenue levels, management, staffing and corporate capabilities, to derive their Strengths, Weaknesses, Opportunities, Threats (SWOT) and likely strategies.

Work with the Sales Engineers to identify current customers by industry and equipment needs and research their competitors for similar sales opportunities.

Maintain relationships with trade magazines, website portals, industry associations, and community entities and pursue public relations opportunities through these sources.

Work with the Vice President and Sales Engineers to develop marketing campaigns that include email, website offerings, newsletter, social media, print and other promotional materials.

Researches, negotiates, and coordinates new marketing and advertising opportunities.

Confers with outside advertising publications and third-party vendors on ongoing campaigns.

Coordinates advertising schedules and placement and reviews rates.

Create graphics and design layouts for print ads, flyers, brochures, email newsletters and social media accounts.

Designing and creating, writing, and editing of marketing materials and art content for both print and electronic media.

Assists the Vice President and Sales Engineers in planning and implementing public relations programs, promotions, and trade shows.

Monitors and evaluates advertising budgets, usage and performance.

Actively maintain current social media best practices, trends, tools and recommends new strategies, monitors, communicates and implements improvements as needed.

Assists in maintaining and updating website and SEO efforts to drive performance, rankings, and traffic.

Manages photography and videography of machines before shipment and maintains files.

Coordinate with the Sales Engineers in the creation of short videos.

Responds to customer requests for information obtained through marketing efforts, reply as directed by sales, and communicate customer contact information to appropriate sales personnel.

Conducts customer surveys to obtain marketing information about organization, products, and services.

Maintains marketing database and mailing lists including customer, competitor, and prospect files.

### **SUPERVISORY RESPONSIBILITIES**

This job has no supervisory responsibilities.

**QUALIFICATIONS** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **EDUCATION and/or EXPERIENCE**

Associate degree (A. A.) or equivalent from two-year college or technical school; or three to five years related experience and/or training in marketing of capital process equipment; or equivalent combination of education and experience. Degree in marketing preferred. Knowledge of PC applications, including Microsoft Word, Excel, PowerPoint and database software is essential. Graphic experience with necessary design applications including Adobe Illustrator, Photoshop, InDesign, or similar software is a plus.

### **LANGUAGE SKILLS**

Complete fluency and proficiency in the English language, both verbal and written. Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and

legal documents. Ability to respond to common inquiries or complaints from customers, agencies, or members of the business community. In coordination with the Vice President and Sales Engineers write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to sales and top management.

### **MATHEMATICAL SKILLS**

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

### **REASONING ABILITY**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form. Must be well organized, with the ability to prioritize graphic design and marketing projects. Ability to see spatial relationships and manipulate as needed.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

None required.

**PHYSICAL DEMANDS** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit; use hands to finger, handle, or feel; and talk or hear. The employee is occasionally required to stand and walk. Specific vision abilities required by this job include color vision, and ability to adjust focus.

**WORK ENVIRONMENT** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.