



## **Valspar Automotive Marketing Manager EMEAI**

### **General Purpose**

The marketing manager position will be responsible for leading and developing the necessary marketing tools and strategies that align with the overall growth objectives Valspar Automotive Global operating plan. This role requires working in close collaboration with counterparts in the sales, finance, technical, product management, R&D and customer service functions in order to build the Valspar Automotive brand presence and awareness. For the first year, the marketing manager will report to the Marketing Director EMEAI. After that, he or she will report to the Global Marketing Director with a dotted line to the General Manager EMEAI.

### **Main Job Tasks and Responsibilities**

- Build key in-field marketing tools and promotional programs that will drive profitable sales growth and market share;
- Continually analyze and report on competitive activity, pricing and product development;
- Managing product management in successfully launching products into the marketplace;
- Responsible for maintaining and developing Valspar automotive's digital presence;
- Structure and manage Valspar automotive communication vehicles such as newsletters, direct mail, email blasts, etc;
- Work with product management, sales, and customer service in updating and analyzing the price pages;
- Develop and conduct market research when applicable;
- Become an integral contributor and developer of our trade show plans and activities;
- Closely manage the marketing budget;
- In accordance with the Global Marketing Director, direct the marketing activities for the group to include overseeing the development and administration of policies, procedures, programs, goals and objectives;
- Supervise staff to include hiring, training, evaluating performance, providing compensation recommendations, and determining disciplinary actions when necessary;
- Reviews and develops a variety of projects, serves on management teams, develops reports and recommendations, and presents them to management as required;
- Performs other duties as assigned.

### **Education and Experience**

- Minimum 5 – 7 years of marketing experience in either a B2B or B2C company, including three years of management experience;
- Minimum bachelor of master degree;
- English and German language preferred.

### **Key Competencies**

- Proven experience in developing and executing successful marketing tools and programs;
- Demonstrated competence in pricing, competitive analysis and market research;

- Leadership skills, particularly in gaining cross-functional consensus in marketing planning and development;
- Experience in trade show planning, execution and management;
- Understanding of digital marketing and analytics;
- Must be an excellent communicator within a matrixed environment;
- Willing to travel;
- Managing and evaluating employees;
- Developing and monitoring budgets;
- Experience in productmanagement.