

245 Log Canoe Circle
Stevensville, Maryland 21666

T 410.604.3142
F 410.604.3209

www.sauerusa.com

NORTH AMERICA MARKETING MANAGER

An innovative, expanding, international company rooted in the **Annapolis / Kent Island** area of **Maryland** is looking for a talented, experienced, marketing professional for their **North America Marketing Manager** opening. As a customer centric, family-oriented organization, we focus on career minded individuals searching for their once in a lifetime opportunity to join our winning team!

Responsibilities:

- Assesses, develops, and creates strategic marketing campaigns that focus on driving growth for Sauer USA, Mexico, and Canada.
- Provides leadership, direction, and support to Marketing representatives at Sauer Compressors North America locations.
- Educates and strategizes with Marketing and Sales Teams to create, distribute, and support marketing strategies and build market brand awareness for all media channels.
- Researches and identifies opportunities to reach new market areas and expand market share through trends and competition.
- Drives strategy and long-term planning across a portfolio of products in conjunction with the Marketing and Sales Teams.
- Determines and achieves strategic goals related to social media metrics, advertising, and marketing campaign initiatives.
- Guides and reviews the selection and management of trade exhibitions, seminars, conferences, and other industry events.
- Performs other duties as assigned.
- Travel is required, as necessary.

Required Skills/Experience:

- College degree with a focus in Marketing, Communications, or other related study.
- 10 years of relevant experience; knowledge of highly engineered and/or technical products preferred.
- Strong experience developing marketing programs and supporting materials to generate and nurture sales leads while promoting the Company brand.
- Utilizes Salesforce CRM to access customer information.
- Excellent organizational and leadership skills.
- Detail-oriented with proficient computer skills.
- Strategic thinking ability, excellent people management skills, and the ability to manage multiple projects and large teams.
- Superior written and verbal communication skills.
- Maintains a high level of responsibility and accountability.
- Proactive mind-set – anticipates issues and provides solutions.

Compensation:

- Salary commensurate with experience