



## DIRECTOR OF MARKETING – FRANKLIN PARK IL

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For over 100 years, **Sloan** has been the world's leading manufacturer of water-efficient solutions that are built to perform, guaranteed to last, and designed with promoting a healthy environment through water conservation. We have an immediate need for a **Director of Marketing**. In this role, you will be responsible for developing and executing a clearly defined marketing strategy in a manner that supports consistent and measurable business growth. You will be a key member of the sales and management team charged with assisting in the formulation and execution of the Company's strategic direction. Leads the strategic planning process with the executive team.

### Key Responsibilities:

- Serve as a key member of the management operating team. Provide leadership for the development of global strategic marketing plans including objectives and strategy for targeted markets.
- Drive efforts with product and global business development to define an overall portfolio strategy that will drive the long term growth of the organization. Ensure the development of strategic product roadmaps and corresponding marketing plans.
- Lead the process for continuous evaluation of trends and adjust strategy to capitalize on shifts in the marketplace, including obtaining and disseminating competitive intelligence across all markets and product lines.
- Develop marketing and sales promotion programs. Direct marcom team in developing promotional materials including website management, social media, video, collaterals, etc.
- Monitor business metrics with regard to revenues, profitability, market share, and product portfolio mix. Provide on-going communications of these metrics to the senior management team.
- Collaborate with sales, channel partners and reps to define effective sales channels for products. Establish effective relationships with the sales force for leadership, training, pricing and positioning expertise.
- Develop and provide leadership for a data driven high performing product and vertical marketing management teams to drive the execution of strategic marketing plans for meeting overall business objectives.
- Manage a marketing team providing coaching, training, performance goals and assistance with resources and strategy development.
- Establish metrics for the measurement of marketing program effectiveness. Develop and manage budget. Collaborate with sales on the development of the Company's revenue forecast.

### Requirements:

Bachelor's degree in sales, marketing, business or related field. MBA preferred. Minimum of 5-10 years in a top marketing leadership position with a global durable good organization, preferably with two step distribution process. Background working for middle marketing organizations with a track record of increasingly responsible positions. Experience in product marketing, marcom and sales. Proven success as an individual contributor and leader who has grown top line results. Highly influential with the ability to gain trust and results both internally and externally. High level of personal and professional integrity, trustworthiness and strong work ethic. Ability to work independently with minimal direction. Excellent communications and presentation skills. Critical strategic thinker with an innovative spirit, strong business sense and excellent financial skills. Highly collaborative with the ability to lead, create and work successfully with cross-functional teams. Strong data and analytical skills using best practices in research and analysis to formulate and measure programs.

### We offer a highly competitive compensation and benefits package, including:

Medical, dental, vision, and Rx coverage for employee plus eligible dependents. Life and AD& D insurance, dependent life insurance, STD, LTD, HSA and FSA, 401K (with match), PTO, EAP and paid holidays.



### **We Are Proud Partners With the Chicago Cubs:**

We are a Legacy Partner of the Chicago Cubs and we are proud to be the organization's official water efficiency partner! Through this relationship, which includes the naming rights to Sloan Park, the Cubs' Spring Training facility in Meza, Arizona, we have had the opportunity to promote our brand and continue our water conservation efforts in the city of Chicago and around the world.

This Legacy Partnership is also a benefit to you, as a prospective Sloan employee! As a Sloan employee, you will have opportunities to participate in various Legacy Partnership activities such as Cubs events, Cubs raffles, and attending Cubs games!

### ***JOIN AN INDUSTRY LEADER!***

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**If you are seeking a unique challenge, please submit your resume, in a Word or PDF format to: [careers@sloan.com](mailto:careers@sloan.com).**

**For additional company information please visit our website at [www.sloan.com](http://www.sloan.com).**

**We Are An Equal Opportunity Employer**