

# **Job opportunity: Director of Marketing at rapidly growing, niche manufacturer**

## **Company**

Urnex Brands, Inc. is a privately-owned, rapidly growing, specialty manufacturer in the New York City metro area in existence for over 70 years. Company is under dynamic new leadership which is investing in talent and building a high-powered team. Company is a very successful niche player with significant room for continued growth.

## **Objectives of the position**

Sales have grown dramatically in the past several years. The Company sells to customers in over 60 countries. The Company has established a strong reputation and market position in its niche, providing an excellent opportunity for continued growth. This position is a role with broad responsibilities ideal for entrepreneurial individuals who would like to run their own business. This individual will become a core member of the Executive Management team with immediate involvement in both marketing and bigger picture corporate strategic planning. In addition to developing and executing strategic and tactical marketing plans to drive continued profitable growth, the Director of Marketing will lead product development. The Director of Marketing will report directly to the President and Owner.

## **Job responsibilities**

### Strategic aspects of the job:

- + Develop a strategic marketing plan. Identify the most promising customer segments and product portfolios for continued growth and investment.
- + New product development: Given Company's manufacturing capabilities and current customer base, identify attractive new products. Lead a cross functional team of technical, purchasing, and manufacturing to bring new products to fruition.
- + Create and manage marketing budget.

### Tactical aspects of the job:

- + Manage design of product training guides
- + Champion new product packaging initiatives
- + Create promotional collateral
- + Establish pricing standards and strategies
- + Design and update of trade show collateral
- + Manage small team of assistant marketing managers

## **Characteristics of the successful candidate:**

- + Five years of experience in a marketing role, or three years of experience post-MBA
- + Experience managing graphic designers and creative agency relationships
- + Experience managing a product P&L
- + Innovation strategy and execution experience at both consumer and trade levels a plus
- + International experience: while growth opportunities remain in the US, our biggest areas for growth are in Europe and Asia. Professional experience in either region is a plus

- + Strong skills with Microsoft Office
- + Four year bachelor's degree
- + MBA considered a plus but not required
- + Resident in the NYC metro area, or willing to relocate immediately.
- + Should be able to start immediately (preferred) or within next four weeks

**Compensation:**

Competitive salary, performance bonuses, and benefits

**Alternate titles for this role.** Candidates who are searching for jobs with the following titles may be interested in this role:

Marketing Manager

VP of Marketing

Vice President of Marketing

Brand Manager

**To apply**

Send a resume and cover letter to [careers@urnex.com](mailto:careers@urnex.com)

In your cover letter please indicate:

- 1) Your salary expectations. Choose from the following list the range that most closely fits your expected salary: (\$0-50K, \$50-100K, \$100-150K, \$150-200K)
- 2) If you do not currently live in the NYC area, indicate how soon you would be able to move here and begin work (please note that relocation will not be reimbursed)