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Marketing Manager- Full Time- RSCDL4058

Description
Reliable Staffing Dallas is now seeking a Marketing Manager.
Assist the General Manager to lead in developing plans, strategies and tactics to meet annual budget (revenue and profit) objectives set by the Division. Provide focus and direction to the sales organization with regard to priorities, key customers, product and development needs. Assist in the development and execution of a pricing strategy which allows the Group to meet its targeted growth and profitability goals.

Job Location
12100 Ford Rd Suite B 148, 75234, Dallas, Texas, United States

Valid through
18.09.2029

Base Salary
$ 89,000 - $ 150,000

Employment Type
Full-time

Hiring organization
Reliable Staffing Corporation

Contacts
jobplacements@reliablestaffing.com

Industry
Sales- Account Management

Qualifications
MAJOR DUTIES: Track and understand the industry market, being able to assist in the formulation and presentation of a current situation analysis (key market segments, Sensient position, competitive assessments), key issues impacting segment (consumer/market dynamics, internal/external issues/threats), trend assessment, key customer targets and a tactical plan for achieving growth targets. Lead cross-functional teams to drive new opportunities and provide focus and direction to meet business objectives. Analyze and manage volume and profit for assigned category and identify/recommend actions for improvement. Recommend appropriate product mix to achieve maximum profits while achieving strategic priorities. Recommend pricing strategies for new products to maximize profitability. Work closely with Purchasing to identify, track and understand key cost drivers for the category, implementing appropriate pricing strategies to protect Sensients profitability. Proactively assist Sales with the development and delivery of key customer presentations highlighting Sensients strengths, resources, technologies and category knowledge and our ability to assist the customer by providing solutions to their unique business opportunities

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