

MARKETING COMMUNICATIONS MANAGER

You are a strategic, results orientated marketing leader with a strong business sense, a passion for problem solving, project management and data-driven marketing. You want to work in a fast-paced environment where you establish and set the high-level content strategy to hands-on content creation and implementation.

As the Marketing Communications Manager, you will direct all internal and external marketing communications efforts that affect Bishop-Wisecarver Group (BWG) including BWC, BDM & WRW and BWG core products. Primary responsibilities include development and implementation of Marketing Plan activities, creating a consistent look and the development and management of delivering a consistent organizational voice across all marketing mediums. This position has oversight over all marketing channels – corporate websites and collateral, digital marketing, print advertising, and trade show events

You will be responsible for:

Directing the development and implementation of BWG's internal and external marketing communications (including promotional, advertising, social media and digital marketing activities)

1. Establish advertising strategies based on industry/market/technology trends and internal data analysis from our database and net promoter score surveys. Utilize various channels including social media, landing pages and A/B testing to understand these trends.
2. Proactively seek new, creative and innovative ways to expand BWG market penetration in target markets in partnership with the Market Research Manager.
3. Oversee and manage marketing communications (marcom) staff to develop and implement promotional activities that raise awareness of BWG's product brands in a timely, cost-efficient, and high quality manner.
4. In collaboration with VP Marketing, procure advertising space in print and online media.
5. Oversee and manage marcom staff as they conceive, develop, schedule, and project manage marketing projects, promotional pieces, and sales tools, e.g., advertisements, catalog copy, email campaigns, direct mail campaigns, brochures, packages, leads, PowerPoint presentations, etc.
6. In collaboration with Vice President, Marketing, develop corporate messaging architecture; collaborate with Engineering and marcom staff on messaging strategy for each brand and service that fits into architecture. This includes the maintenance and final production of all technical white papers and product collateral to digital and print medium as required.
7. Supervise marcom staff production, design, and scheduling of all marketing communications materials, including managing external vendors and agencies for design, print, media distribution, and mailing services to budget and project time lines.
8. Oversee writing, editing, and/or coordination of all newsletters and press releases for journals and miscellaneous publications via PR vendor and marcom staff
9. Manage development and execution of BWG's digital and social media marketing strategy based on customer needs, BWG's web capabilities, industry best practices and sales requirements.

10. Ensure that BWC's offline and online marketing communications, promotions and activities are aligned and optimized based on web analytics and sales data. Produce monthly metrics to track ROI and success of marketing activities and campaigns.
11. Oversee and manage all activities in the Marketing Automation tool
12. Oversee the management and accuracy of all content and ensure regular updates to all corporate websites.
13. In partnership with the Market Research Manager ensure CRM & Marketing Automation database is kept current with industry classification and field normalization protocols.
14. Oversee all tradeshow and customer vendor fair activities
15. Support the VP of Sales in on-line webinars and national sales meetings as needed.

Marketing Operations and Communications

1. Manage assigned marketing staff.
2. Represent BWG at various conferences and workshops when needed.
3. Ensure that BWG's Brand/corporate quality standards are met throughout the organization, both in look and feel as well as key messages.
4. Manage and coordinate WEBINARS: content and participation
5. Work with strategic partners (Hepco,) to ensure that the latest promotional/collateral materials are exchanged between the companies

Publicity/Marketing Public Relations

1. Serve as the Marketing Public Relations spokesperson and strategic lead. Oversee marcom staff engagement in PR tactics. Approve all press releases, public/media relations and press kits. Develop and nurture relationships with media contacts.
2. In collaboration with the VP of Marketing develop a comprehensive PR strategy for core products including implement within budget guidelines.
3. Oversee PR campaigns for selected launch activities to achieve maximum visibility.
5. Track and report the results of public relations strategies. Modify strategy based on analysis.
6. Optimize bwc.com and social media outlets to capitalize on industry best practices as they relate to increasing PR exposure
6. Video production and maintenance of BWC products, applications and sponsored events

Develop the budget for the annual marketing plan

1. Calculate project expenses annually and update project schedule and incorporate into the Marketing Plan.
2. Monitor, track, and maintain expense control within allocated budget, including necessary adjustments throughout the year.

And you will have:

- Bachelor's degree in Marketing; MBA preferred
- 8-10 years of progressive marketing experience; 3 plus years in management role
- Excellent written and verbal communication skills.
- Demonstrated organizational skills.
- Excellent writing and copy editing skills.

- Outstanding project management skills.
- Advanced skill with Microsoft Office, CRM preferably Sugar, Marketing Automation tools, and web analytics
- Proven experience in developing and managing an organization's social media and web presence.

Bishop-Wisecarver Corporation, a Bishop-Wisecarver Group company, helps manufacturers and automation solution providers engineer linear and rotary motion products. With 60+ years of engineering expertise and manufacturing best practices working with over 20,000 customers, we understand our customers' design and application requirements which enables us to develop unique solutions that ship within 2 to 3 weeks. Customers achieve 50% faster time to market, up to 50-75% lower maintenance and installed costs, product differentiation and longer product life.

Our product line includes quality components and accessories, manual linear guide systems, actuated linear guide systems and rotary guides and systems. Stainless steel, high temperature, washdown and clean room-compatible products are among Bishop-Wisecarver's more recent product introductions. Our more popular offerings include the following trade names: DualVee, LoPro, UtiliTrak, MadeWell and GV3.

Visit us online at www.bwc.com and connect with us through Twitter, Facebook, YouTube and Blogger.

If this opportunity matches your background and career goals, please reply to this ad with your current resume with a cover letter outlining your professional goals, where you found this ad, and your salary history & salary requirements.

Katie Mendoza, HR Director
Bishop-Wisecarver Corporation
Pittsburg, California

In the interest of time, your cover letter, resume, salary history & salary requirements, and incentive compensation MUST be included for your candidacy to be advanced.

Bishop-Wisecarver Corporation is an Equal Employment Opportunity/Affirmative Action Employer. We are committed to creating a diverse environment. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.