



**POSITION:** Marketing Manager

**JOB TYPE:** Full Time

**LOCATION:** Glendale, AZ

**SALARY:** \$70,000 - \$100,000 yr.

**TRAVEL:** 25%

## **SUMMARY**

The Marketing Manager will lead our brand marketing, market position, and strategy development in a vastly growing marketplace. This demands a focused, creative and efficient leader who is skilled at motivating team members. Maintaining a relationship of respect with customers, vendors, managers and co-workers is an essential aspect of the work environment.

You will have a dramatic impact on the growth and future of the Company. The objective is to set and achieve marketing goals, develop targeted marketing plan(s) with measurable outcomes designed to increase brand awareness for all four brands, increase sales opportunities and expand Barron's market focus by providing excellent marketing strategy within the framework of specifically described corporate values.

## **POSITION RESPONSIBILITY**

The Marketing Manager is responsible for developing and executing a clearly defined marketing and communication strategy in a manner that supports consistent growth and enhances brand equity and awareness. This hands-on position is responsible for planning, organizing, staffing, training and managing all marketing functions to achieve Barron Lighting's objective of sales and market share growth, profitability and customer visibility and awareness.

## **IN THIS ROLE YOU WILL:**

- Build a clear plan for growth for all brands, product categories and new product development.
- Manage execution to plan aligning with stakeholders of multiple divisions and functional areas.
- Drive efficiencies and integration improvements across the Company platform to drive profitability and growth.
- Connect and engage teams around specific initiatives to build the business.
- Share and communicate brand/marketing strategies, plans and results to leaders and cross-functional groups on an on-going, consistent basis to drive alignment.
- Manage and develop marketing team members – drive focus and execution, foster a culture of performance and growth.
- Plan and oversee advertising and promotion activities including print, online, electronic media, and direct mail.
- Establish and maintain a consistent corporate image throughout all product lines, promotional materials, and events.
- Keep pace with SEO, search engine, social media and internet marketing industry trends and development.
- Write news articles, press releases, website content and both internal and external newsletters



#### THE PERFECT PERSON WILL HAVE:

- Bachelors in Marketing/Business - MBA preferred.
- 7 to 10 years of progressive Marketing experience within customer advocacy, creative/brand management and analytics.
- 5+ years experience managing and developing team members.
- A broad knowledge of the lighting industry
- Strong presentation, written and verbal communications skills.
- Collaborative mindset – ability to energize and activate plans across team members.
- Excellent business acumen ability to build a brand plan for growth & profitability.
- Effective cross functional team management and project management skills.
- Ability to link work to financial results (Budget and Forecast management skills).
- Ability to multitask, complete projects with tight deadlines
- Ability to articulate good balance of technical and commercial acumen
- Ability to learn, articulate, and support complex products and technologies

#### WHAT WE WILL BRING TO THE TABLE:

- Extremely competitive benefits including: Health, Dental and Vision coverage.
- An entrepreneurial, family minded and fun company culture.
- 401K plan with match.
- Generous PTO day policy.

#### ABOUT US

Barron Lighting Group has a 44-year old history of manufacturing high quality lighting products and is comprised of four (4) core lighting brands, **EXITRONIX** – Life Safety and the inventor of the LED Exit Sign, **TRACE\*LITE** – Commercial/Industrial lighting solutions, **SPECIALTY LED PRODUCTS (SLP)** – Architectural LED lighting solutions and our newest addition; **GROWLITE**, providing high performance lighting solutions to the indoor horticultural industry.

Whereas we're extremely proud of our history, we're most excited about our future. We are a successful and growing privately held company headquartered in Glendale, AZ with an established nationwide sales channel. We see opportunities and strike, we go the extra mile and work hard because that's what defines us. If you're a motivated person that likes a fun, safe, fast-paced culture and strives to make a positive impact on everyone and everything you come in contact with, then it's time to join Team Barron!

To apply for this position, please go to the following link and create an account:

[https://workforcenow.adp.com/jobs/apply/posting.html?client=barronltg&jobId=150011&lang=en\\_US&source=CC3](https://workforcenow.adp.com/jobs/apply/posting.html?client=barronltg&jobId=150011&lang=en_US&source=CC3)