



JUNO LIGHTING GROUP  
by Schneider Electric

Position Title: **Senior marketing Project Manager**

Location: **Des Plaines, IL**

Founded in 1976, Juno Lighting Group is an industry leader in offering high-quality, energy-efficient commercial and residential lighting solutions. Under the Juno Lighting Group umbrella, the company comprises six product brands: Juno®, Indy™, AccuLite™, Aculux®, NaviLite® and DanaLite. Juno Lighting Group is a Schneider Electric company, a global specialist in energy management.

**SUMMARY:** The Senior Marketing Project Manager is responsible for the planning and execution of promotional and technical materials issued by the company under the direction of the VP, Marketing.

- The Senior Marketing Project Manager will be responsible for a variety of key strategic marketing campaigns that aids in the support of the company's sales growth efforts. Previous experience in leading a department of marketing professionals preferred. Key areas of responsibility include product launch support, tradeshow support, website and electronic media support, sales promotions, public relations and other assignments as appropriate.
- The ability to handle multiple strategic projects at one time is imperative.
- Managerial skill set is needed as many projects require the ability to lead those, within and outside of the Marketing department, toward a common goal.
- Project Management: Responsible for all aspects of projects, including: meeting deadlines, time management, contingency planning, approval channels and procedures, budgeting, campaign analysis, and tracking / monitoring procedures. Establish and articulate project scope, strategy and objectives to internal clients, production team and key leadership.
- Product Launch Support: Support the company's product launch schedule with the necessary support materials needed to achieve success. Key areas of responsibility include managing the need for technical and brochure/collateral development, sales aid and display development, sales promotion development and advertising support as needed. Ability to lead cross-functional team in support of needed launch materials.
- Advertising – Public Relations: Manage development of press releases, contributed articles, presentations, events, and conferences as needed. Experience in securing media placement (print and electronic) and executing a creative media plan.

- **Electronic Media:** Manage creative production of online and offline marketing assets, graphic design, video production and web development, from the initial concept to finished product and execution.
- **Tradeshow Management:** Support the company's tradeshow schedule as needed. Manage all efforts needed to exhibit at a given tradeshow that includes creative design of booth, appropriate product placement in the booth, pre-post show communication elements, sales lead follow through, ability to coordinate and manage outside labor/service providers. Attend tradeshow as needed.
- **Promotion Development and Lead Generation:** Lead creative execution of compelling promotions to key audiences (internal sales team, external sales team, customers and end users). This includes development of market-facing presentation content to be used by sales to highlight benefits of our products and offering. Execute marketing campaigns and analyze performance and lead generating behavior/sales to justify promotional elements.
- Other duties as assigned.

#### **Required Skills / Special Qualifications**

- Creative thinker, excellent listener and communicator.
- Minimum of 10 years of professional marketing experience. Lighting industry product knowledge or manufacturing experience preferred. Minimum of a Bachelor's degree in marketing, advertising, communications or related area is preferred. Keen project management skills as noted above. Candidate should be well versed in the creation and production of collateral materials, sale items, trade shows, publicity and direct mail. He/she should have strong writing skills and appreciation for art/graphics and photography. This person must also possess strong overall people skills, backed by a hands-on, get involved attitude. A sense of urgency, attention to detail and accuracy are critical, as are the development and maintenance of sound product knowledge. Leader, Proactive, Collaborative, Driver, Creative Problem Solver, Analytical, and Versatile are words that describe you.
- Experience working closely with a sales organization with a strong affinity for sales team success.
- Strong communication and presentation skills. Ability to communicate with all levels of an organization comfortably.
- Ability to manage multiple projects with varying priority at one time –to deliver results on time and under budget.
- Capable of performing duties as defined by the JLG Environmental, Health, Safety, and Quality Management Systems.

- Occasional overnight travel is required.

Candidates, please apply online

[http://www.resumeware.net/se\\_rw/se\\_web/job\\_detail.cfm?key=28941](http://www.resumeware.net/se_rw/se_web/job_detail.cfm?key=28941)