

Marketing Manager



Description:

"Best Places to Work 2008" by the Dayton Business Journal

For over 24 years **Lastar, Inc.** has been supplying the computer, networking, audio/video, medical and OEM industries with connectivity solutions that provide our customers unprecedented commitment to quality and customer service. While you may know us best as **Quiktron (now a division of Lastar, Inc.)**, our mission has never changed - provide our customers with the solutions they need, when they need them, at a price point that makes sense.

Due to continuous growth, we are seeking a **Marketing Manager** to be based out of either our Dayton, OH Headquarters or Albia, IA office. This individual will partner with our **Quiktron** Sales Team to plan, develop, execute, and measure marketing programs & campaigns in order to increase sales, market share, and brand awareness.

Major Duties and Responsibilities:

- Work with Quiktron sales team to understand marketing needs. Develop, execute and measure programs based upon those needs.
- Act as the main marketing point of contact for select Quiktron accounts and sales support.
- Provide monthly reporting on sales results, marketing ROI and other metrics as required.
- Collaborate with Quiktron Sales Director and Creative Services to develop materials for planned advertising campaigns, collateral and other material (brochures, catalogs, pricing guides, etc.) as required.
- Collaborate with Web Marketing Team to develop web-based content, promotions and email campaigns
- Review and assesses existing marketing plans; suggests new programs to pursue and existing programs to eliminate to achieve maximum ROI from marketing budget; provides cost/benefit analysis where applicable.
- Collaborate with Sales to determine unfulfilled sales support and marketing collateral needs; prioritizes needs with Sales Director, determines budget and timelines, and is responsible for the delivery of the materials.
- Plan and execute trade events as required.

- Ensure all marketing expenses are properly recorded and submitted to Marketing Manager for approval.
- Other duties as assigned.

Knowledge, Skills, and Experience:

- 5+ Years in a Marketing Manager / Senior Marketing Role
- 2+ Years of Project Based Marketing Experience
- Bachelor's Degree in Marketing or a Business Related Field
- Consumer Electronics industry experience preferred

Requirements:

If you have the experience above and feel you are qualified for this position, please send a resume and salary history to:

Human Resources Department
Quiktron (division of Lastar, Inc.)
21 B. Ave. W
Albia, IA 52534

You may also email your resume to tmartin@quiktron.com .

Lastar Inc. is proud to be an equal opportunity employe