

Basnett Plumbing and Heating Incorporated

Job Description

Job Title: *Marketing Director*

Pay Status: *Exempt Position*

Work Hours: *Not Applicable*

Job Category: *Marketing and Sales*

Primary Job Function:

Company oversight for all marketing and product development functions. Prepares imaging and company branding for all products and services to include company brochure, stationery, business cards, customer give-aways, promotional material and programs. Is responsible for the look and maintenance of the company web site, acts as the editor for the company newsletter and assists with new customer campaigns.

Reports To: President

Daily Duties:

- Works with the President to coordinate marketing programs for the company.
- Coordinates attendance at national or local industry organizations and provides company materials.
- Works closely with Operations with regard to product development and new services. Works to develop new customers.
- Develops a marketing plan with objectives and revenue projections.
- Develops and monitors department budgets.
- Coordinates marketing efforts to ensure a continued high level of customer satisfaction.
- Meets company's service standards for new and established customers by communicating with customers via mail or phone to ensure continued quality of service.
- Prepares draft budget annually for marketing department.

Performance Indicators: (Measures of effectiveness in the position)

- Proven ability to design products to fit customer's needs.
- Communication, computer, organizational, negotiating, interpersonal and creative skills.
- Detailed understanding of plumbing and heating industry.
- Proven ability in web development and design.
- Proven design ability.
- Understands the sales process for the industry and provides tools to enhance sales through the technical staff and direct marketing.
- Maintains a strong working relationship with all members of the management team.
- Maintains own skills through development and by attending classes, seminars and other appropriate venues for learning.
- Keeps current of new marketing techniques.
- Speaks clearly and write well using appropriate spelling and grammar.
- Acts in accordance with company core values, mission and vision.

This job description is intended to describe the general nature and level of the work being performed by employees in this job. It is not intended to be a complete list of all responsibilities, duties and skills required for this job classification.