



Director of Strategic Marketing

Position Summary

The Director of Strategic Marketing will bring entrepreneurial and creative insights to develop solutions and products that delight customers while meeting profitable growth objectives. The Director will be able to significantly impact the growth and success of the organization as it continues to evolve from a contract manufacturer to a provider of complex, large assembly/whole product manufacturing and eventually the introduction of strategy-aligned proprietary products. He/she will be a member of the leadership team and will collaborate with that team to align all new manufacturing solutions and product offerings to MCL's long-term vision and desired brand to maximize customer value and profitably utilize MCL's evolving core competencies.

Responsibilities

- Represents the voice of the customer and market. Develops strategic brand and product direction for a competitive advantage based upon consumer trends and needs fulfilling MCL's Mission, Vision and Shareholder Expectations. Responsible for consumer and market insights that will help inform annual operating plans. Ensures strategic direction and financial alignment with the leadership team.
- Conduct research in relevant industries, trends, competitive insights and emerging technology. Leverage data and analytics to drive insights, customer engagement and make recommendations on solutions and product growth. Be one who relies on relevant data and analytics while making thoughtful, discerning recommendations and decisions. Provide clear decisions to support business development, product development, operations and marketing.
- Creates a clear brand and product development roadmap to achieve strategic objectives and financial targets. Works closely with the Leadership Team in building the two to three-year innovation and new product pipeline while being nimble enough to launch new initiatives within six months if market conditions are favorable.
- Collaborates with the Director of Business Development and Director of Operations to create sales narratives that support brand and product initiatives while ensuring Operations can deliver on value proposition(s).
- Will lead the work around marketing services relating to brand and products.
- Collaborates with Business Development while leading the Marketing Teams to develop marketing communications inclusive of social media platforms and customers' marketing vehicles (for B2B and B2C)



Requirements

- **Education & Experience** - A Bachelor's degree in Business or a related field. Fifteen or more years of experience in brand marketing, market research and product development with a proven track record of developing sustainable and profitable brands and products. Manufacturing experience is a plus.
- **Strategic Leadership Skills** – A strong marketing strategist with demonstrated ability to work as a member of the core leadership team in the development and implementation of strategy that successfully supports the objectives of the business.
- **Business and Financial Acumen** – Possess a strong business acumen with the ability to think holistically beyond functional areas and envision the big picture for the organization. Innovative yet financially driven by solid research and data. Strong project management skills to establish goals, priorities and manage multiple projects with a variety of timelines.
- **Interpersonal and Communication Skills** – Highly relational and collaborative with the ability to build effective, credible relationships across all functions and levels of an organization. Strong communication, interpersonal and organizational skills to support effective interaction at all levels both internally and externally. Must be both professional and creative.

Travel Requirements

- Approximately 1-2 times per month for customer/market research and business development activities. Most trips will be during normal business hours with some requiring flight or overnight lodging.

Working Environment:

- Office environment
- Customer sites
- Manufacturing environment
- Trade shows

