

Director of Marketing

Who we are: Laser Technology Inc. (LTI) www.lasertech.com is a company devoted to the design and manufacture of innovative laser-based speed and distance measurement instruments, using ISO compliant and continuous improvement techniques. We maintain an intense focus on providing laser measurement technologies which address real world needs and applications, including speed enforcement, accident investigation, forestry, mining, utilities and surveying, to name just a few.

Our core products are engineered with pulse-laser technology (a.k.a. reflectorless measurement technology) resulting in the ability to measure both distances and speeds. We also specialize in tilt and compass sensors, allowing you to measure heights and azimuth bearings. Our mission from the beginning has been to provide quality products through innovation and dedication.

Who we need: We are looking for a Director of Marketing who will to direct and implement worldwide marketing activities. Activities include: Management of departmental staff in Marketing, Product Management and Events, new product development & release, strategic planning programs, and corporate communications. This position is a functional manager and develops and implements marketing plans to meet overall organizational plans and to generate additional revenues.

What you will do:

- Design, support, facilitate and execute development and implementation of department's business/marketing plans.
- Plan and administer the company's Marketing Operations budget and support development of regional marketing budgets.
- Organize and implement customer relations including: Customer Satisfaction Surveys, Customer Development Activities, Customer Product Training, and Special Events
- Oversee corporate communications activities through Marketing Communications Manager and Coordinator including: External Communications and Systems, Internal Communications and Systems, Public Relations Efforts, and External Vendors and Consultants
- Execute and administer on the marketing automation platform (Eloqua), campaigns, forms and landing pages to garner customer interest and lead generation. Evaluate metrics and measurement of such campaigns.
- Design and plan yearly marketing training seminars for sales people.
- Oversee company's electronic marketing efforts including supervision of Website design and maintenance.
- Supervise Product Managers, Trade Show Coordinator and Marketing Communications Coordinator. Evaluate staffing and hiring requirements within the Marketing department.
- Manage outside agencies to ensure efficient use of resources.
- Develop and execute effective customer loyalty programs.
- Analysis of customer research, current market conditions and competitor information
- Analyze and report the success/effectiveness of targeted advertising campaigns, special events/promotions.
- Develop programs to enable LTI to gather market information related to competition, customer needs and potential new product development opportunities.
- Create and oversee the execution of strategic product life-cycle plans from initial concept and development through end-of-life.
- Coordinate with business development to develop market research programs and seek out adjacent markets.
- Develop new product release programs to include all information required for sales and distribution activities.
- Other duties as needed.

What you need:

Qualified individuals will have a minimum of:

- Ten (10) + years' experience in a marketing director role within a technical environment.
- Strong leadership and consensus building skills
- Marketing management and strategic planning experience preferred.
- A proven track record in developing and administering a marketing program including new product release.
- Must be a self-starter, highly organized, and able to work well with employees at all levels in the organization.
- Polished presentation and interpersonal skills are required.
- Must possess top level business management, interpersonal, and facilitation skills.
- Strong knowledge of Microsoft Office Suite other Windows-based computer applications.
- Must be willing to travel worldwide up to 50% of the time.
- Background in geospatial information systems or industrial controls preferred.
- Bilingual a plus.

How to apply: Qualified candidates please forward resumes to lpowles@lasertech.com Please reference job req 100118M in the subject line. No agencies or head hunters please.

Laser Technology, Inc. is proud to be an Equal Opportunity Employer. Applicants are considered for all positions without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, ancestry, marital or veteran status.