

Job Description

Job title: Director of Marketing
Location: Houston, TX
Rate: Commensurate with experience

Department: Sales & Marketing
Travel Required: Yes, up to 25%
Position Type: Full time

Company

Viking Cold Solutions, Inc. is a Houston based energy efficiency technology company, providing unique electricity saving and thermal energy storage innovations to the global cold chain, frozen storage, and supermarket industries. As Viking Cold grows, and our list of customers around the globe increases, we are seeking energetic talent to join our team to be part of our success.

Roles and Responsibilities

The Director of Marketing is responsible for all activities related to refining and executing the Viking Cold marketing plan. Specific responsibilities include market research and planning ; market development ; strategic direction and execution for promotions and advertising ; coordination with Sales VP and between the Marketing and Sales Teams ; and hiring and directing the day-to-day activities of marketing staff and engaging contractors. The Director of Marketing is responsible for developing and updating marketing materials, programs, and systems to support Viking Cold's strategic direction and aligning the marketing plan with its sales and overall business plan. The Director of Marketing will also work with Viking Cold's management team to ensure the goals of the Company are realized and to enable effective communication with customers, channel partners, and service providers.

Essential Functions

- Refine and execute the marketing plan including its strategies and tactics.
- Provide marketing skills and expertise to the Company by building, developing, and managing a marketing team capable of executing the marketing plan.
- Manage marketing services, including development, creation, and distribution of all marketing materials and services.
- Create and maintain an institutional and system-wide marketing reporting function that can track, measure, and analyze performance of marketing initiatives and spending.
- Provide leadership, direction, and management of the market research function; overseeing and directing market research, competitor analyses, and customer service and retention monitoring processes and initiatives.
- Ensure marketing communications are coordinated with the VP of Sales and support Viking Cold's marketing plan and sales goals.
- Support development and management of the product pricing structures.
- Support the design, development, and implementation of the brand, products, and business lines.
- Support the development of channel partners (domestic and international) and other relationships; this includes coordinating marketing efforts of channel partners with Viking Cold's marketing plan.
- Perform other duties as may be assigned from time-to-time by the VP of Sales & Marketing or other company officers.



Competencies

- Marketing
- Leadership/Strategic Thinking
- Customer/Client Focus
- Public relations, media, and press coordination and presentation
- Financial Management
- Project Management/Problem Solving/Analysis
- Organizational Skills/Teamwork Orientation
- Communication Proficiency/Presentation Skills
- High attention to detail
- Line edit and copy editing skills

Supervisory Responsibility

This position will ultimately manage marketing employees and will be responsible for their hiring, management, and performance.

Travel

This position may require up to 25% travel. Travel may be outside the local area and overnight. Some of the travel could be international.

Education and Experience

- Bachelor's degree in business administration, marketing, or related field
- Four to eight years of experience in marketing
- Marketing within a manufacturing company [preferred]
- Masters in Business Administration or Marketing [preferred]

How to apply

If you are interested in working at Viking Cold Solutions and believe you would excel in this position, send your resume with a cover letter/email to hr@vikingcold.com and tell us why.

General Information

We are an Equal Opportunity Employer and do not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity, status as a veteran, and basis of disability or any other federal, state or local protected class.

Please note: Viking Cold occasionally amends or withdraws jobs and reserve the right to do so at any time.

