



TM GE Automation Systems LLC

Office: 1325 Electric Road, Suite 200, Roanoke, VA 24018 USA
Mailing Address: 2060 Cook Drive, Salem, VA 24153 USA

Job # M3108

Job Title: Marketing Manager	Location: Salem, VA, USA
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Business Unit/Department: Marketing

- Job Responsibilities:**
- Direct the development of sales collateral for TMEIC and TMEIC GE products, systems and services, coordinating with both the TMEIC GE product and BU teams and corresponding TMEIC teams
 - Lead the creation and consistent implementation of clear and effective branding guidelines throughout the company
 - Lead the creation of effective, high quality trade show activities in support of the strategic business plan
 - Create and maintain a database of current competitive company and product research
 - Oversee effective branding of all TMEIC GE schools and seminars
 - Lead an effective PR program to increase corporate visibility in global and local media
 - Spearhead the development of customer, industry or application specific sales presentation tools
 - Manage the design and implementation of a global corporate website for TMEIC and affiliated companies
 - Participate in global marketing meetings in support of TMEIC and other TMEIC affiliates
 - Provide executive level marketing support for key customer visits as required
 - Oversee the timely creation of the TMGE quarterly newsletter
 - Drive the development of technical articles for use in targeted trade publications
 - Support the business leaders in development and implementation of the TMEIC GE corporate Business Unit Visions, Strategic Guidelines, Goals, and Corporate Initiatives, through development of marketing materials, analysis of markets and other activities
 - Travel frequently domestically to support remote activities such as schools, trade shows and public relations opportunities, and periodically to Japan for planning meetings

- Minimum Qualifications:**
- BSEE/BSME, MBA or equivalent business experience
 - Minimum of 10 years' marketing or business leadership experience
 - Minimum of 2 years' experience with a systems integration business
 - Minimum of 5 years' experience in industrial controls product business
 - Strong background in business management & strategic planning
 - Excellent written and verbal communication capabilities
 - Strong visual graphics capabilities to assure publications are both attractive and informative
 - Working knowledge of drive system components (industrial drives, programmable logic controllers (PLC's), Human Machine Interface (HMI) systems
 - Process knowledge in one or more of the following industries: Metals processing (hot mills, cold mills, process lines, rod & bar mills); paper processing (paper machines, winders, calendars, coaters); dock side crane operation (quay cranes, rubber tire gantry cranes); oil & gas processing; cement processing
 - Ability to travel domestically and internationally
 - Ability to regularly lift and move materials weighing up to 40 pounds
 - Ability to spend significant time utilizing monitor/keyboard/mouse developing sales/marketing materials

- Desired Qualifications:**
- Proven ability to work across functional teams
 - Product marketing and brand management experience
 - Direct customer sales experience

Direct Link to online application <http://www.tmge.com/hr/app.php>
 In order to be considered for a job opening, all applicants must complete an on-line job application, in full, for each job opening. A resume can be attached to the on-line application but is NOT considered a substitute for the information in the application. Applications are not accepted for positions not posted. Current Job Listings, along with our application can be found on our Website at www.tmge.com, click on Career Opportunities.
 We are an Equal Employment Opportunity Employer & Affirmative Action Employer