

Specialty Polymers, Inc. Job Description Form

Job Title	Technical Marketing Specialist
Reports To (title)	Marketing Manager
Department Name	Sales and Marketing

1. PRIMARY PURPOSE

Under limited supervision, responsible for a broad variety of marketing activities to promote the company's products and build its brands (polymers, adhesives, surfaces).

2. ESSENTIAL DUTIES AND RESPONSIBILITIES

Monitor Technical Data Sheets and line cards, collaborating with technical group to provide timely turn around on data sheets for new products and any needed updates to existing data sheets; ensure Data Sheets meet established design standards, are grammatically correct, and data presented is accurate across all platforms.

Create and manage all marketing materials including product literature, signage, PowerPoint templates, tradeshow booths, and promotional items. Ensure all needed information is easily accessible to sales team, technical team, and customer service.

Must be a strong advocate of the Core Values set forth by Specialty Polymers Inc.

Monitor and update the company websites and social media presence and produce email campaigns as needed.

Responsible for ensuring product information is accurate and consistent across all of marketing materials including Data Sheets, Line Cards, flyers, website, advertising, brochures and social media.

Collaborate with the technical groups to promote both new and existing products to sales team and the marketplace on a regular basis.

Regularly interact with sales team, distributors, technical team and customers to identify new marketing opportunities. Attend technical conferences to better understand competitive landscape and emerging technologies and trends.

Monitor Specialty's participation in industry tradeshow and conferences, and industry trade organization membership and/or sponsorship This includes securing exhibit space, booth/tabletop logistics, graphics, booth installation/dismantling, literature, promotional items and disseminating leads.

Collaborate with outside partners to design and produce product literature, product labels (RoO) advertising, booth graphics, marketing materials and company trademarks, promotional items, photography.

Ensure all company materials fit the guidelines. Provide logos and other materials to outside partners when needed.

Participate in the development of the Company's message, and how it's to be communicated to the marketplace. Ensure company positioning and messaging are articulated for each market through various marketing materials.

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In collaboration with the sales team and technical group develop annual marketing and tradeshow budgets. Build an action plan to support the Company's annual goals for all product lines, build the Company's name and brand recognition, and reach new markets.

Develop relationships with industry trade journals to optimize advertising, technical/white papers, press releases and promotional opportunities.

Support internal projects related to company events, annual sales/biz meeting, employee engagement (thinking about how to phrase the "lunch 'n learns" we've been doing or Fresh News Friday), community outreach/engagement (Boys and Girls Club, local sports teams, Oregon State STEM program)

Education and Experience

Required: Bachelor's degree in marketing, or chemistry (or related subject). **Strongly Desired:** 3 years' work experience in (digital) marketing, or within the chemical industry in a position with high level of interaction with co-workers and customers. Knowledge of technical terms in the chemical industry is a plus.

Knowledge/Skills

- Excellent written and verbal communication skills; must be able to convey information in a clear concise manner, both verbally and in writing.
- Ability to comprehend technical information (related to CASE (coatings, adhesive, sealants, elastomers) and interpret this information for presentation in marketing literature.
- Ability to work independently, and at the same to promote and facilitate a team effort.
- High level of organizational skills and ability to handle multiple, high priority projects.
- High degree of ethics and professionalism while interacting with co-workers, customers, and marketing partners.
- Travel will be required for tradeshows. Willing to work occasional late hours/weekends to ensure proper setup/tear down of tradeshow booths.
- Strong experience in Microsoft Word, Excel and PowerPoint.
- Have a basic knowledge of WordPress templates, Adobe Suite (particularly InDesign, Illustrator, Acrobat)