

## Job Description

**Title:**           **Marketing Leader**

**Location:**   Sto Americas Headquarters, Atlanta, GA 30331

**Reports to:** Director, Marketing Communications

**Objective:**

Sto Corp. (Sto), a global innovation leader of façade insulation (EIFS) and high performance coatings, is seeking a Marketing Leader. The ideal candidate will be responsible for supporting the business and communication needs of the marketing department. This includes management of the marketing coordinator and collaboration with the other functions of the organization.

**Essential Duties & Responsibilities (includes, but not limited to):**

- Promotion:
  - Development, review, and communication of all internal and external corporate and marketing communications to ensure that messages are accurate and appropriate, as well as supportive of and consistent with, corporate strategy, goals and objectives.
  - Development of all marketing collateral to support category strategy and new product/system/service launch packages. This includes existing inventory updates
  - Serve as primary contact for all industry/trade media and advertising
  - Development and implementation of the annual editorial calendar
  - Assist the Digital Manager to manage and produce digital content, including social media, its content calendar, postings and interaction; digital campaigns, and other digital related content
- Management:
  - Direct the efforts of the Marketing Coordinator
  - Manage creative assets. Work with internal and external creative agencies to meet the needs and deadlines for campaigns, product launches, advertising, and other marketing initiatives
  - Develop and manage short-term and annual media plan budgets
  - Manage and process all invoices for internal and external vendors
  - Coordinates research as needed for use in marketing plans and project needs
- Perform other duties as assigned

**Knowledge/Skills/Abilities:**

- Bachelor of Science degree in Marketing or related field or previous experience shows the use of skills necessary to execute this position successfully
- Minimum of 5+ years successful marketing experience
- Strong leadership skills and ability to thrive in results-oriented environment
- Strong knowledge and proficiency in data software: Microsoft Office Suite (required), CRM (preferably Salesforce.com)
- An affinity for current digital technologies is essential
- Ability to define problems, gather data, establish facts, and draw valid conclusions
- Excellent oral and written communication skills and strategic listening skills are necessary to effectively exercise tact, discretion, judgment and diplomacy when interacting and/or negotiating with all levels of internal and external customers
- Strong organizational skills - attention to detail and self-motivator - willing to take the initiative
- Creative innovator with entrepreneurial spirit
- Active, lifelong learner mentality

**To Apply:**

Submit your resume and cover letter to [Jobs@StoCorp.com](mailto:Jobs@StoCorp.com). Job ID: ML