



9049 Tyler Blvd.
Mentor, Ohio 44060
Ph. (440) 974-8888
www.buyersproducts.com

Director of Marketing

Lead the Charge in a Dynamic Industry

Buyers Products, a leading manufacturer in the work truck industry, seeks an experienced and passionate Director of Marketing to spearhead our strategic direction and day-to-day operations. You will oversee a talented team, driving the development and execution of impactful marketing initiatives across all channels.

Role Highlights:

- Shape and execute digital experiences, manage marketing campaigns, and oversee tradeshows.
- Revitalize marketing strategy leveraging strengths in print, traditional, and third-party e-commerce.

Objectives:

- Increase customer “share of wallet”
- Increase Market Share in brick and mortar and digital channels.
- Drive positive brand association.
- Increase “pull through” demand.

Key Responsibilities:

- Develop and implement a comprehensive marketing strategy that leverages our current strengths while embracing innovative digital approaches.
- Design and implement user-centered digital experiences (UX) that resonates with multiple, distinct target audiences, solves customer issues, and drives growth.
- Manage all digital, print, tradeshow, and account-driven marketing initiatives.
- Oversee content management across online sales channels, ensuring consistent messaging and brand identity.
- Lead the execution of effective digital marketing campaigns, including social media, paid advertising, and SEO.
- Develop and execute engaging email marketing campaigns that drive conversions and generate leads.
- Produce and manage large-scale tradeshow exhibits that effectively showcase our products and solutions.
- Analyze marketing data and metrics to track performance and identify areas for improvement.
- Build strong relationships with key stakeholders, including sales, product development, and leadership teams.
- Foster a collaborative and results-oriented marketing culture.

The Ideal Candidate:

- **Proven marketing leader:** 4+ years of leadership experience with a successful track record of driving marketing initiatives and achieving business goals.
- **Strategic thinker:** Possesses a talent for developing and executing comprehensive marketing plans across channels.
- **Digital marketing expert:** Extensive experience with user-centered design, digital campaign management, content management, email marketing, analytics, and Adobe Creative Suite.



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- **Results-oriented:** Demonstrated ability to implement projects on time at a competitive cost, exceeding expectations with measurable outcomes.
 - **Excellent communication:** Articulate and persuasive communicator with exceptional written and verbal skills, adept at presenting ideas to diverse audiences.
 - **Collaborative and adaptable:** Thrives in a fast-paced environment, readily adapts to change, and enjoys working cross-functionally with various departments.
 - **Passionate about the industry:** A genuine interest in the work truck industry and a desire to contribute to the success of a leading manufacturer.

Minimum Qualifications:

- Bachelor's degree in business administration, marketing, communications, or a related field. (Master's degree preferred, but not required).
- 8+ years of marketing and/or sales experience.
- Experience managing multiple teams.

Benefits:

- Competitive salary and benefits package.
- Opportunity to work in a dynamic and growing industry.
- Collaborative and supportive work environment.
- Be a part of a team that is passionate about making a difference.