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| **Job Title:** V. P. of Marketing & Design | **FLSA Status**: Exempt |
| **Department**: Marketing & Design  | **Full or Part-time:** Full-time |
| **Reports To:** CEO **Effective date:** January 21,2024 |
| **Supervises:** Marketing staff |

**Summary:**  The Vice President is responsible for establishing and coordinating all - marketing and design strategies, plans and programs.

**Essential duties and responsibilities** include the following:

* Evaluating and optimizing marketing strategies.
* Research and Analyze market trends.
* Generating new business leads.
* Increasing brand awareness and market share.
* Coordinating marketing strategies with the sales, and leadership, financial stakeholders.
* Develop and manage the marketing department's budget.
* Oversee branding, advertising, and promotional campaigns.
* Prepare and present quarterly and annual reports to senior management.
* Promote our brand at trade shows and major industry-related events.
* Keep informed of marketing strategies and trends.
* Deploy successful marketing campaigns and own their implementation from ideation to execution.
* Monitor and analyze campaign performance, making data-driven adjustments as needed.
* Implement marketing campaigns to promote products and services, working closely with sales and project teams.
* Coordinate marketing efforts with events, additional service launches and project timelines.
* Create compelling content for various marketing channels, including digital platforms, social media, email campaigns, and traditional media.
* Manage the production of marketing materials, ensuring consistency in brand messaging and visual identity.
* Manage outside marketing resources and relationships (Website, SEO, video etc).
* Produce valuable and engaging content for our website and blog that attracts and converts our target groups.
* Build strategic relationships and partner with key industry players, agencies and vendors.
* Monitor the marketing budget on a quarterly and annual basis and allocate funds wisely.
* Analyze consumer behavior and adjust email and advertising campaigns.
* Ad hoc projects as required by the CEO, or requested by senior staff. Assist in recruiting and job posting efforts.
* Full responsibility for doing all the utility rebates.

**Proposals**

* Lead the end-to-end process of producing high-quality proposals, RFPs, and presentations for potential clients.
* Collaborate with sales, technical, service teams, and subject matter experts to gather necessary information for proposals.
* Customize proposals to address the specific needs and requirements of each client.
* Develop the proposal timeline, calendar, deliverables schedule, and ensure that the proposal “team” is working in harmony toward their common goal.
* Schedule regular coordination meetings and monitor progress within the team.
* Serve as a resource on any requirements, becoming intimately familiar with any solicitations, Q&A responses, or other compliance documents.
* Technical writing and initial pricing formation by gathering input from sales, project management, and/or senior/executive leadership.

**Product Sourcing:**

* Actively source and evaluate products for inclusion in projects, considering quality, cost-effectiveness, and project requirements.
* Build and maintain relationships with manufacturers and suppliers to secure favorable terms and conditions.
* Collaborate with the sales and project team to ensure sourced products align with project specifications.

**Relationship Building:**

* Cultivate and manage relationships with key suppliers, vendors, and internal stakeholders.
* Collaborate with the sales team to understand customer needs and gather insights for effective proposal and product sourcing strategies.

**Supervisory Responsibilities:** As the function grows and staff is warranted, The Vice President of Marketing & Design is responsible for supervising staff according to company policies. This includes hiring, training, approving reimbursements, oversight of work to ensure all expectations are met, plus ongoing coaching and discipline as needed.

**Qualifications:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

General:

* Thorough understanding of marketing strategies and practices.
* Strong supervisory and leadership skills; ability to manage staff.
* Performance driven, strong problem solving and analytical skills, and proven ability to meet objectives within deadlines.
* Proficient with Microsoft Office Suite.
* Treats people with respect; inspires the trust of others; works with integrity and ethically; upholds Lumenal’s mission, philosophy, and values.

Education and experience:

* Bachelor’s degree.
* Minimum of 8 years relevant and increasing experience.
* Experience developing pricing strategies, proposals, estimates and scope of work.
* Experience creating engaging web content, managing social media and SEO.

Certificates and Licenses:

* Lighting Certification (LC) designation preferred.

Language Ability:

* Excellent written and verbal communication skills.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position is performed in a standard office environment. The noise level is low to moderate.

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

* Prolonged periods sitting a desk and working on a computer.
* Must be able to lift up to 15 lbs. on occasion.

**Approval:**

Manager/Supervisor:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ­­­­­­­­­­­­­­­ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Acknowledgement:**

Employee: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ­­­­­­­­­­­­­­­ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_