

**Date: June 26, 2013**

**CPI Marketing Manager**

**Job Expectations & Candidate Qualifications**

**ABOUT CPI:**

Catalytic Products International is a 44 year old company that specializes in industrial air pollution control systems. Besides our air pollution control systems, we also provide energy conservation systems, parts, and aftermarket service specialties. Our sales organization is aligned via a direct sales staff whereby each salesman is charged with certain vertical industry assignments. We sell and service the global marketplace, but our focus is North America. We serve large fortune 100 companies through small single proprietor operations. Our systems can have long sales cycles, have an average cost of \$ 350,000 (range from \$ 50k to over \$4m), and are purchased only to meet specific US-EPA regulations necessary to obtain operating permits from state agencies.

**ROLE SUMMARY:**

- 1) Report to VP, Sales & Marketing
- 2) Implement company's Go-To-Market strategies to meet agreed company objectives.
- 3) Evaluate customer research, market conditions, competitor data, and implement marketing plan alterations as needed.
- 4) Oversees all marketing, advertising and promotional activities.
- 5) Work with and support sales to drive growth in select vertical industries to meet the company objectives.

**JOB RESPONSIBILITIES:**

- 1) Work with VP and management to develop and manage the marketing budget
  - a) Track all expenses against budget
  - b) Provide monthly report
  - c) Plan for upcoming events and projects
- 2) Website
  - a) Deliver RFQ or RFI leads to sales. Record and report on lead status that is provided by Sales
  - b) Manage SEO vendor and deliver improvements to organic search.
    - i) This can include oversight, but not limited to meta tagging, page content modifications, link building, keyword search and monitoring
    - ii) Develop metrics by which SEO will be measured. Manage outside vendor for SEO and optimize goals
  - c) Use Google Analytics to deliver website statistics and analysis, leading to recommendations for traffic improvements in collaboration with outside SEO Vendor.
  - d) Manage the website via collaboration with (the current CMS/SEO vendor) The can include updates to various pages including case studies, images, page refinement
    - i) Have the ability to create basic updates directly in the CMS. More complicated updates will be completed by the CMS/SEO vendor.
- 3) CRM – current CRM is Microsoft CRM
  - a) Work with sales to define and refine the analytics, reports, use, and policies for maximizing CRM
  - b) Deliver marketing leads to sales. Record and report on lead status and activity
- 4) Excellent creative writing ability is required to promote clear communications of highly technical equipment

- 5) Content Development and Distribution – experience at establishing an e-mail automation platform a plus.
  - a) Monthly Newsletter (NL) campaign that uses White Paper content, Industry or EPA news, Case Study PR, and associated PR based on past present or future events.
    - i) The NL campaign also requires:
      - (1) List building, development, refinement, and management
      - (2) Distribution of NL
      - (3) Website modifications to incorporate NL
      - (4) Tabulation of results
  - b) Quarterly CUSTOMER FOCUS Newsletter content development and distribution
  - c) Webinar marketing and fulfillment
    - i) Goal would be to develop 2 or 3 webinars. - Market the webinar and Deliver a sales f/u report (id company, contact, phone, email) for salesmen f/u
- 6) Trade Show Support – work with sales by supporting vertically oriented trade shows, pre-show marketing activities, deliver messaging and collateral, booth setup and design, report lead results
- 7) Social – Create our presences in LinkedIn, facebook, other social networks
- 8) Blog - Create an industry blog and post to it on a regular basis
- 9) Byline articles - Trade media story ideas to leading trade publications on key topics
- 10) Video – use video for topical communications
  - a) Establish a YouTube channel and keep it current with content
- 11) Publication management/display advertising – Make recommendations of industry options, create budget, execute
- 12) Online advertising management – Make recommendations of industry options, create budget, execute.
- 13) Sales presentation – refine and deliver new PPT presentation. Experience with alternate presentation formats (such as prezi) a plus.

**CANDIDATE QUALIFICATIONS:**

- 1) BS/BA degree; concentration in Marketing or Communications.
- 2) Three (3) to Five (5) years of B2B marketing experience at small to mid-market capital equipment & services organization
- 3) Detail-oriented self starter with hands-on approach and the ability to manage projects from inception to completion.
- 4) Excellent communications skills, both verbal and written. Proven creative writing competencies a must.
- 5) Proven knowledge of SEO, organic optimization, pay per click, among other website optimization competencies that improve visits and lead to higher RFQ/RFI conversions
- 6) Experience with CRM systems (preferably MS CRM) and establishment of lead delivery & record keeping
- 7) Proven knowledge of e-mail marketing campaigns and analysis of results leading to continuing improvement to reach corporate goals; integration of e-mail automation a plus
- 8) Experience with custom engineered or capital equipment is a plus.

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