

HERMETIC SOLUTIONS GROUP

Enabling Technology

About Hermetic Solutions Group

Hermetic Solutions Group is the premier global supplier of hermetic packaging, components and services. Formed in 2016 with the merger of three of the leading microelectronic packaging companies – Hi-Rel Group, Litron and PA&E, we offer a single source of supply for hermetic packages, connectors, lids, thermal management spreaders, performs and laser solutions. We make our customers lives easier by providing them every solution needed to enable and protect their sensitive electronics in harsh environments. And while our customers are at the center of everything we do, we recognize that it is our employees that make it all happen and we are proud of that fact. With approximately 500 employees located in seven facilities across three countries, we like to say that we are unconventional, thoughtful and willing to always go the extra mile – not only for our customers, but for our employees too.

Position

Accountable to implement and continually improve Hermetic Solutions Group's comprehensive Marketing Program which strategically expands business globally. Provides Marketing support and direction to the sales team and provides leadership towards the achievement of maximum profitable growth in line with company vision and values. Establishes annual plans and strategies to expand the customer base, while meeting/exceeding established new business budget expectations. The role reports to the Executive Vice President of Sales and Business Development. The office location for this position will be the Corporate HQ located at 4000 State Route 66, Suite 310, Tinton Falls, NJ.

Responsibilities

- Develop and manage annual marketing plan (2018 plan is in place). Participate in additional development of branding and corporate identity initiatives as new circumstances dictate.
- Develop marketing strategy and implement, and oversee tactical marketing plans for new and existing markets, products and global territories. Specifically focus on promotional programs, new product introductions, digital marketing, PR, product branding plans, web site optimization, and other marketing projects.
- Develop and manage marketing budgets.

- Work closely with the company's Sales team and Director of business development; enabling them to meet their budget objectives by providing appropriate research, tools, materials, and presentations.
- Conduct customer, brand, key market, and product research initiatives. Work closely with the EVP of Sales & BD to vet out identified opportunities – including new applications, new markets, and / or new technologies. Vetting process may involve account visits.
- Guide the day to day activities of the marketing team.
- Manage social media presence and direct programs to advance brand reputation and recognition
- Offer expert advice to develop innovative advertising, public relations, social media, and events.
- Undertake continuous analysis of competitive environment and customer procurement trends
- Oversee Trade Show participation strategy and ROI metric development,
- Develop a program to track, distribute, qualify and follow up on all Web Site generated leads.
- Continuously collect and analyze data and market intelligence from all relevant sources to remain current on market conditions for microelectronic packaging and components, while identifying market trends and new product/technology opportunities.
- Identify emerging threats - competitive or technology (material based or manufacturing methods), which could have an impact on the execution of our short and mid-term growth strategies. Keep company management informed of new/changed opportunities, the competitive environment and the activities of competing organizations.
- Attend industry conferences / exhibitions and participate in other activities to gather data on competitive environment and business trends
- Utilize the company's CRM (Salesforce) to support company growth initiatives, as well as manage lead tracking and analysis.
- Provide monthly Marketing activity updates.
- When appropriate, maintain membership and active involvement in industry, trade and professional organizations for the benefit of the company and the employee.
- Directly manage the Corporate Marketing Manager.
- Travel required (domestic and international).

Qualifications

- Bachelors or Master's degree in Marketing or Business Management.
- Proven track record of success in senior marketing roles demonstrating exceptional marketing, communication and analytical skill sets.
- Demonstrated self-motivation, time management skills and superior work habits.
- The proven ability to work productively with individuals at all levels inside and outside the organization.
- Confident, driven, and dynamic leader.
- Demonstrated skills in PC office applications such as: MS Word, Excel, Power Point and Outlook.
- Proficiency in Salesforce a plus.

Hermetic Solutions Group is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sexual orientation, gender identity, national origin, protected veteran status, disability status or any other characteristic protected by law.