

## Position Description

**Position:** Director of Marketing  
**Department:** Marketing  
**Reports to:** General Manager  
**Direct Reports:** Three (3)

<p><b>Role Purpose</b></p>	<p>The Director of Marketing and is responsible for defining and supporting the Enatel’s long term strategic plan by driving and promoting new product development, promoting existing product lines, and implementing the global marketing strategy. The Director of Marketing will work with the General Manager (GM), GM’s leadership team and IDEAL’s Chief Marketing Officer (CMO) to develop the strategic marketing plan for the business including a global assessment of economic trends that will impact the business, assessing and defining target markets for the company’s products, and driving the product development and marketing strategies to support the company’s vision. This position coordinates global product marketing initiatives (for B2B) and reports to the GM.</p> <p>The Director of Marketing will be a member of the Enatel Senior Leadership Team primarily representing the Marketing function but will also contribute generally to the team with leadership, governance, strategy, and camaraderie.</p>
<p><b>Key Internal Relationships</b></p>	<ul style="list-style-type: none"> <li>• General Manager</li> <li>• Enatel Senior Leadership Team</li> <li>• IDEAL CMO</li> <li>• IDEAL Executive Leadership</li> <li>• Marketing</li> <li>• Sales</li> </ul>
<p><b>Key External Relationships</b></p>	<ul style="list-style-type: none"> <li>• Existing, prospect and new Customers</li> <li>• Channel Partners</li> </ul>
<p><b>Key Success Outcomes</b></p>	<ul style="list-style-type: none"> <li>• Develop the marketing strategy for Enatel; including definition of the areas needed to win / grow supported by data, market research and voice of the customer (VOC)</li> <li>• Alignment with the business strategy is paramount. The Marketing Director will be required to be a major contributor business strategy setting in advance of the Marketing plan.</li> <li>• Analysis of data across market segments and competitor research to inform the marketing strategy.</li> <li>• Identity of threats and growth opportunities and formulates data-driven plans around new markets, competitors, and technology shifts.</li> <li>• Identifies the target audience and value proposition for the brand and builds the story for the market.</li> <li>• Responsible for promoting products or services, developing sales tools, building awareness, and driving customer and end user engagement. Telling our story in the market.</li> </ul>

	<ul style="list-style-type: none"> <li>• Leads annual marketing plan and budget development across market segment managers and Digital Centre of Excellence (DCOE) teams.</li> <li>• Defines solid business cases for our strategic initiatives.</li> <li>• Oversees market sizing and forecasting.</li> <li>• Creates New Product Development initiatives that are reflective of the marketing strategy, engineering resourcing and budgeting, sales competitiveness and aligned with VOC.</li> <li>• Owns new product roadmap for Enatel</li> </ul>
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## Key Requirements

Accountability Area	Desired Outcome/Achievement Indicators
<b>Strategic Marketing</b>	<ul style="list-style-type: none"> <li>• Continually improve knowledge of size and share of markets into which assigned products can be sold.</li> <li>• Develop and recommend product sales marketing programs, target regions, target applications, and target customers.</li> <li>• Develop and implement targeted promotions and communications that will increase Enatel’s brand awareness, end user connectivity and market share.</li> <li>• Develop and track marketing metrics that reflect the marketing initiatives and ROI analysis.</li> <li>• Develop and own brand guidelines and framework to ensure all communications are aligned with brand values and amplify brand equity.</li> <li>• Achieve revenue growth &amp; profitability through marketing excellence including P&amp;L and budget management.</li> <li>• In concert with IDEAL Industries Inc’s DCOE:               <ul style="list-style-type: none"> <li>➤ Website development, end user connectivity, fulfilment processes, on-going marketing campaigns related to branding, new products, geographic expansion, and coordination.</li> <li>➤ Manages and coordinates multiple channels of message delivery including but not limited to web, social media, print, traditional and other areas we can touch our customer.</li> <li>➤ Develop and implement marketing strategies that truly differentiate Enatel and enable the company to have a recognisable and sustainable competitive advantage that results in brand loyalty.</li> </ul> </li> </ul>
<b>Product Management</b>	<ul style="list-style-type: none"> <li>• Collaborate with Enatel senior leadership to ensure overall alignment in strategic development and execution.</li> <li>• Be the subject matter expert in the competitive landscape, including the analysis and comparison of product features, performance, applications, and innovation and drive strategies to differentiate Enatel in the marketplace.</li> <li>• Working with the Product Management team, drive product development from new product concept, through design/</li> </ul>



	<p>engineering, manufacturability, and product launch/marketing promotion/strategy.</p> <ul style="list-style-type: none"> <li>• Develop innovation pipeline through evaluation of new product concepts, market opportunities, and competitive landscape.</li> <li>• Establish annual sales objectives, including sales volume and profit forecasts.</li> <li>• Track performance against established targets and develop timely corrective actions for items not meeting expectations.</li> <li>• Continually improve knowledge of size and share of markets into which assigned products can be sold.</li> <li>• Ensure we are maximizing sales revenue, market share, and profit margins globally.</li> <li>• Develop and implement Enatel pricing strategies for all channels, reduce complexity and ensure proper execution.</li> <li>• Manage the analytics and data from various sources (i.e.: website, e-commerce, digital media) to drive channel performance, top of brand mindset and end customer engagement.</li> </ul>
<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Establish and align the annual brand plan and long-term strategic plan with specific focus on objectives, strategies, and tactics.</li> <li>• Lead cross functional internal teams to develop and ensure implementation of brand/product strategy.</li> <li>• Drive innovative business improvements and promote a work environment that fosters creative thinking, innovation and rational risk-taking.</li> <li>• Balance immediate and long-term priorities by meeting critical objectives while considering the impact of those decisions and activities on the ability to achieve long term goals.</li> <li>• Deliver results by focusing on the critical few objectives that add the most value.</li> <li>• Relentlessly seek, share, and adopt ideas and best practices in and outside the Company.</li> <li>• Embrace change introduced by others.</li> <li>• Develop and inspire others by building and maintaining relationships that motivate, guide, and reinforce the performance of others toward goal accomplishments.</li> <li>• Develop self and others to improve performance in current role and to prepare for future roles.</li> <li>• Create strong morale, share wins/successes.</li> <li>• Foster open dialogue, work collaboratively.</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>• Ensure full and effective communication with the Marketing team members including regular team meetings to enable two-way updates, sharing of ideas and provision of support as required.</li> </ul>
<b>Customer Focus</b>	<ul style="list-style-type: none"> <li>• Dedicated to meeting the expectations and requirements of internal and external customers.</li> <li>• Establish and maintain effective relationships with customers and gains their trust and respect.</li> </ul>

Other duties:

- Maintain a behaviour consistent with company values and manage activities which both optimises and remains within agreed expenses budget.
- Perform any other tasks as required by the GM of IDEAL CMO.
- Contribute to the achievements of department goals and objectives.

## Health & Safety:

- Ensure compliance with all Health and Safety requirements and that all Company health and safety policies are implemented. This includes ensuring any site safe risk assessments are provided to or carried out by Enatel when off site, as well as ensuring The Employee keeps themselves safe while travelling domestically or abroad, in accordance with all Enatel H&S and Company Policies.
- Maintain a safe and clean working environment by complying with Enatel Policy and Procedures.
- Lead by example in all matters relating to Health & Safety.

## Environmental:

Enatel is committed to minimising the environmental impact of our operations and products.

- Ensuring Environmental policies and processes are followed.

## Person Specification:

<b>Skills, Experience &amp; Knowledge</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree in a related field with a minimum of 10+ years product management and/or marketing experience.</li> <li>• Strong leadership with a previous role overseeing cross-functional teams.</li> <li>• Proven track record of achieving revenue growth &amp; profitability through marketing excellence including P&amp;L and budget management experience.</li> <li>• Experience working in a fast-paced, innovative environment with a sense of urgency for delivering new products to market.</li> <li>• Demonstrated business acumen and analytical skills; attention to detail.</li> <li>• Experience working for a manufacturing or product driven company, preferably an OEM.</li> <li>• Knowledge and successful application of 80/20 and product line simplification.</li> <li>• Ability to quickly learn and demonstrate proficiency with technical information &amp; business processes.</li> <li>• Driven by results, competitiveness, accountability, and building/developing effective teams.</li> <li>• Maintains a high level of professionalism and integrity.</li> <li>• Displays a positive attitude and a team focus.</li> <li>• Excellent analytical and problem-solving skills, combined with the ability to provide quick resolution to problems.</li> <li>• Excellent verbal and written communication skills.</li> <li>• Able to work in fast-paced, self-directed entrepreneurial environment.</li> <li>• Patient and committed with excellent organisational and time management skills.</li> <li>• Decision-making, problem resolution and creative thinking skills.</li> <li>• Able to multi-task the activities with shifting priorities.</li> <li>• Should be honest, assertive and systematic.</li> <li>• Able to build relationships with customers and peers.</li> <li>• Must be able to travel domestically and internationally.</li> </ul>
<b>Competencies</b>	<ul style="list-style-type: none"> <li>• <b>Drive for Results</b> – can be counted on to exceed goals successfully.</li> </ul>

	<ul style="list-style-type: none"><li>• <b>Action orientated</b> – driven to achieve successful outcomes for all the business.</li><li>• <b>Learning Agility</b> - the ability to learn quickly in a new environment.</li><li>• <b>Functional/Technical Skills</b> - has the functional and technical knowledge and skills to do the job at a high-performance level.</li><li>• <b>Problem Solving</b> – systematic approach to ensure effective and efficient processes are in place.</li><li>• <b>Integrity and Trust</b> – is seen as a direct, truthful individual; is widely trusted.</li><li>• <b>Ethics &amp; Values</b> - Has an appropriate and effective set of core values and beliefs and acts in line with those values at all times.</li></ul>
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