

# KRONE NA, Inc.

## Job Description

**Job Title:** Regional Marketing Specialist

**Department:** Marketing

**Reports To:** Manager, Marketing

**FLSA Status:** Exempt

The position of Regional Marketing Specialist supports Krone by providing regionalized and localized marketing to support sales to Dealers and Customers. Requirements for this position are listed below. This role is supported by members of Marketing and Regional Management to guide and assist him or her in the execution of their duties and responsibilities.

**Duties and Responsibilities** include the following. Other duties may be assigned.

1. Create and implement a Marketing Plan for the Region, with hands-on assistance from the **Manager, Marketing**
  - a. Develop and implement advertising and promotion at the regional and local dealer level.
  - b. Create and implement product-specific marketing tactics to support existing and new products, including video, print, digital, social media, and web-based content.
  - c. Review Regional Marketing Plan progress updates.
  - d. Review Regional Marketing Budget status.
  - e. Review Marketing campaign metrics.
2. Develop strong working relationships with key dealer personnel, and provide on-going counsel and support for the dealership and Krone NA store marketing efforts,
  - a. Help Territory Managers educate Dealer/Dealer Salesmen on print and electronic sales aids.
  - b. Actively assist Dealers to identify and implement coop advertising opportunities.
  - c. Assist Dealers with Krone in-store signage and marketing messaging.
  - d. Create and provide content for dealership websites and related Dealer-driven digital marketing efforts
3. With support of **Manager, Marketing**, build relationships with Krone marketing peers in Germany, Europe, etc.
  - a. Share ideas and work examples.
  - b. Identify opportunities to create efficiencies by working together (literature, video content, etc.).
4. Work with the **Regional Product Manager** to plan and implement Krone NA participation in National Farm Shows that are located in the Region, and shows that share Regional areas.
  - a. Manage contracts for space reservation and insurance.
  - b. Develop marketing materials and support.
  - c. Assist in show set-up and attend shows as needed.
5. Support **Product Managers** and **Territory Managers** by developing communications materials for Product demonstrations, Product Sales Training, Open Houses, Hay Days, etc.
  - a. Create and provide literature, signage, incentives and apparel offerings for the events.
  - b. Become knowledgeable of key features and benefits of Krone products sold in the region.
6. Conduct on-going customer testimonial interviews to generate video/digital/print-based marketing content.
  - a. Work with **Territory Managers** to identify good dealer/customer testimonials candidates.
  - b. Travel to customer location to conduct the interviews.
  - c. Work with **Manager, Marketing** to create video scripts.
  - d. Schedule video editing (with Krone video editor) for completion of the video/testimonial content.
7. With support from the **Manager, Marketing, Regional Sales Manager, and Krone Accounting**.
  - a. Approve and properly classify monthly expenses on or before stated expense review deadline.
  - b. Develop, manage and track the Marketing Budget assigned to the Region.
8. General Accountabilities and Responsibilities.
  - a. Ensure that all marketing communications efforts, both regional and local, adhere to the Krone NA brand image standards.
  - b. Work in a cooperative manner with other Krone employees including Field Sales, KST, Service, Parts, Product Testing and Accounting to resolve marketing-related issues that may arise in the Region.
9. Must have valid driver's license and be insurable to operate company vehicles. Estimated travel of 10,000-15,000 miles per year. Travel may consume 25-40 % of work time with some overnight stays, depending upon the time of year, and domicile location within territory.\*
10. Must be able to travel internationally to Germany and/or other countries as required.\*

**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 abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Language Ability:**

Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to effectively present information to top management, public groups, and/or boards of directors.

**Math Ability:**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, fractions, percentages, ratios, area, circumference, and volume to practical situations. Ability to apply concepts of basic algebra, geometry, and mathematical concepts such as probability and statistical inference.

**Reasoning Ability:**

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

**Computer Skills:**

To perform this job successfully, an individual should have knowledge of Microsoft Word, Microsoft Excel, C4C, and EDA data warehouse.

**Education/Experience:**

Bachelor's degree (B.A./B.S.) or equivalent from a four-year accredited College or University; or four to six years related experience and/or training; or equivalent combination of education and experience.

**Certificates and Licenses:**

Valid Driver's License, with insurable driving history. Valid Passport for International Travel.

**Knowledge, Skills and Other Abilities:**

- Basic understanding of marketing and communications disciplines
- Strong interpersonal skills
- Efficient time management skills
- Proficient oral and written communications
- Willingness to learn
- Professionalism
- Self-starter

**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.

While performing the duties of this job, the employee is regularly required to stand; walk; sit; use hands; reach with hands and arms; climb or balance; stoop, kneel, crouch or crawl; and talk or hear. The employee must frequently lift and/or move up to 100 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, ability to adjust focus, and ability to see color.

**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.

While performing the duties of this job, the employee is occasionally exposed to work near moving mechanical parts; and outdoor weather conditions.