

MPC Wheels Marketing Manager

Company Overview:

Mearthane Products Corporation (MPC) is a privately-owned global technology leader in the development and manufacture of advanced polyurethane components, headquartered in W. Cranston, RI, with additional facilities in E. Cranston, RI, Woonsocket, RI, Bay City, MI, and Winchester, VA. MPC was founded in 1965 in Rhode Island, and has continuously operated since that time. MPC Wheels is the world leader in recreational polyurethane wheels. We offer a collaborative and team-oriented work environment and an opportunity to develop your skills and career in a dynamic setting.

Job Summary and Responsibilities:

The MPC Wheels Marketing Manager role will develop and execute marketing programs with the objective of continuing profitable growth for the MPC Wheels business. This high-impact role will drive customer distribution programs, promotional activities, new product introductions, market growth initiatives, and pricing strategies.

Required Competencies:

- **Marketing strategy:** Has developed and implemented plans to grow a product line or business, including familiarity with opportunity identification, customer segmentation, market research and pricing techniques.
- **Channel marketing:** Has developed and managed go-to-market strategies including distribution, ecommerce, and other channel models.
- **Communication:** Speaks, writes, and presents information in a clear and effective manner. Shares business objectives and product value effectively in a multicultural environment.
- **Active Listening:** Gives full attention to what other people are saying, takes time to understand the points being made, asks questions as appropriate.
- **Active Learning:** Demonstrates an understanding of the implications of new information for both current and future problem-solving and decision-making.
- **Critical Thinking:** Uses logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems.

Preferred Competencies:

- **Product marketing:** Accomplished at managing product portfolios including new product introductions, brand management, and strategic pricing.
- **Marketing communications:** Knowledge of key marketing communications techniques including inbound marketing, social media, and other tactics.
- **Judgment and Decision Making:** Considers the relative costs and benefits of potential actions to choose the most appropriate one.
- **Economics and Accounting:** Ability to understand profit and loss economics to identify profitable growth initiatives.

Things You Will Learn On The Job:

- In-depth familiarity with the recreational wheels market.
- Understanding of MPC Wheels manufacturing processes.
- Advanced understanding of MPC systems including Office 365 and Global Shop ERP.
- Use of advanced Customer Relationship Management (CRM) software (HubSpot)

Key Job Responsibilities:

- In collaboration with team members, identify, develop, and execute marketing strategy.
- Create and execute communications activities for MPC Wheels including inbound marketing tactics, social media, videos and other promotional support.
- Lead New Product Introduction (NPI) for MPC Wheels products.
- Manage product portfolio including product offering optimization, pricing and product roadmap.
- Define and execute commercial distribution programs including policies & procedures, rebate programs, and other channel initiatives.
- Manage and support key customer relationships.
- Serve as the subject matter expert on the recreational wheel market, including competitive intelligence, market trends, and consumer preferences.
- Provide reports on business metrics as needed.

Job Details:

- Work location is in Cranston, RI, flexibility in work location is possible after initial training.
- MPC offers:
 - Competitive pay and annual incentive plan
 - Health and dental benefits via Blue Cross Blue Shield
 - Flexible Spending Account (FSA) for out-of-pocket healthcare expenses
 - 401K retirement plan with company match
 - Interactive performance/development plan and review process
 - Collaborative environment with direct access to leadership team and all aspects of company operations