

Market Development Leader

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. 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 Market Development Leader role will develop and execute market strategies with the objective of continuing profitable growth for MPC's 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.
- **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:

- **Channel marketing:** Has developed and managed go-to-market strategies including distribution, ecommerce, and other channel models.
- **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.
- **Project Management:** Has initiated, planned, and coordinated execution of complex multidisciplinary projects.
- **Sales Knowledge:** Understands the different steps of a sales process including how to identify leads and turn them into customers.

- **Judgment and Decision Making:** Considers the relative costs and benefits of potential actions to choose the most appropriate one.

Things You Will Learn on The Job:

- In-depth familiarity with the polyurethane market.
- Understanding of MPC's 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 including inbound marketing tactics, social media, videos and other promotional support.
- Serve as project manager for New Product Introductions (NPI).
- Define and execute commercial distribution programs including policies & procedures, rebate programs, and other channel initiatives.
- Manage and support key customer relationships.
- 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