

Our world needs ideas! As one of the world's most research-intensive chemical companies, we have been developing leading solutions for numerous sectors – from construction to photovoltaics and cosmetics to rubber – for over 100 years. We have a global presence with production sites on three continents and 13,500 employees from 70 nations.

WACKER SILICONES is one of the world's leading silicone manufacturers with silicone-based system solutions with more than 3,000 different products - silicone fluids, rubbers and resins, silanes and pyrogenic silica. At our Adrian, MI site, we are currently looking for a Marketing Manager.

This position is responsible for driving the strategic direction of Consumer Care and other assigned markets to result in growth & profitability. This includes the creation and management of a formal Market Development Plan (MDP), as well as, providing market segment leadership within business team

Your Tasks

- Develops, plans and executes strategic, operational and market development activities
- Fosters innovation by strategically driving product/technology development based on market and customer needs. This responsibility can include project leadership for market or research projects, as well as, customer partnering leadership
- Conducts competitive analysis, coordinates and prioritizes business opportunities within the Personal Care markets, creates and maintains pricing strategies, leads market focus team meetings, support short and long term business plan creation.
- Identify, research and execute additional market development and innovation projects in support of growth of the market segments to ensure short and long term business goals
- Defines and executes marketing budget, demand planning, supply chain interaction, and product portfolio
- Reviews, analyzes and manages risk mitigation, material allocation and regulatory review for responsible market segments.
- Works with Business Team on sales contracts and provides an internal resource to Sales Managers
- May also take on role of account lead, regional inter-regional, with global interaction
- Manages promotional activities, advertising, trade shows, product literature and brochures, conferences and symposiums, product roll outs and introductions.
- Provides qualified sales lead generation and manages lead generation systems

Your Profile

- Bachelor's Degree in a scientific field is preferred, as is an MBA or other graduate degree
- Three - Five years of Marketing experience is preferred

Must be capable of working in the US without current or future visa support

Be part of a family. Across all nations.

We are looking forward to your online application at www.wacker.com/careers

Reference Code

788448-2-0

Apply Here: <http://www.Click2Apply.net/xpjtttrq9rf3pjcm>

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