



Position Title: Director of Marketing

Location: Eden Prairie, MN

Division/Department: Pinnacle Climate Technologies

Exemption Status: Exempt

Date: April 5, 2021

Position Description

Responsible for developing Pinnacle's go-to-market strategies by channel, coordinating with Product Management, Engineering and Sales. Manage the Pinnacle brand portfolio to maximize value to customers and the company, identifying market opportunities and leading the development and launch of new products. Provide leadership and supervision to the marketing team, emphasizing cross functional communication and collaboration. Position reports to the Chief Executive Officer and is a member of the Executive Leadership Team.

Primary Responsibilities

- Identify key marketing performance metrics and tracking tools to provide category insights, forecasts, competitive analysis and campaign results.
- Collaborate with other functions to develop and implement plans that deliver financial objectives.
- Manage short and long-term marketing resource needs including budget, agencies and staffing.
- Identify and prioritize revenue opportunities within current customer base and for new target segments.
- Lead key activities including annual marketing planning, new product stage-gate process and the creation of value propositions for brands and product platforms.
- Help Pinnacle to grow its business with an innovative marketing communications mix. Manage multiple websites, social media presence, package design, white papers, PR, collateral, catalogs, trade shows.
- Organize and lead program planning, budgeting, and project workflow for all Pinnacle production services, marketing and communication projects.
- Perform functions associated with leading others - performance management, recruitment and selection, and compensation and policy administration.
- Other duties as assigned.

Key Relationships and Interactions

- Works closely with the two Vice Presidents of Sales, Product Management, Sourcing Director, dealers, distributors and customers.
- Maintains a network of 3rd party suppliers or agencies to supplement and extend Pinnacle's internal marketing capabilities.



Qualifications and Skills

- Bachelor's degree in marketing, business communications, public relations, or a related field.
- Minimum of 10 years of marketing and sales experience with progressive responsibility, including team or departmental recruitment, development and management responsibilities.
- Proven success at leading and building teams. Demonstrated skills engaging and collaborating with diverse constituents around an objective or project.
- Experience operating successfully in a limited resource, fast paced environment.
- A track record of significant impact and satisfied internal customers.
- Outstanding writing, communication, and presentation development skills.
- A thorough understanding of digital marketing strategies, tools, channels and communications.
- A high energy and highly motivated individual with strong external and internal customer focus.
- Results-driven style, personal accountability, and exceptional work ethic and ability to work with minimum supervision.
- Flexibility, excellent problem-solving ability, perseverance and follow-through.

Compensation

- Competitive base pay, depending on qualifications and experience, plus personal and company performance-based bonus.
- Benefits include healthcare, dental, vision, Life, Disability, 401K, PTO, etc.

About Us

Pinnacle Climate Technologies (PCT) invents, develops and manufactures heating and ventilation solutions through commercial, industrial, agricultural, DIY and other retail channels throughout the world. With manufacturing in North America and Asia, PCT serves a diverse customer base in over 25 countries, on every continent. With brands that include Master®, Schaefer®, Remington®, ProTemp®, Americ®, and STANLEY®, PCT is positioned as the global leader in industrial/construction heat, and portable ventilation products.

Why Join Us

Our brands, both young and mature, now have 65 years of experience to draw upon as they optimize manufacturing efficiency, perfect distribution, and lead the industry. And with that, we're now able to innovate faster and more effectively deliver the highest-quality products to the marketplace. As a result, Pinnacle Climate Technologies is home to brands that are recognized worldwide for reliability, durability, and innovation. At Pinnacle—We make it possible.

Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, disability, veteran status, national origin or other legally protected classifications.

