



**Zoomlion Heavy Industry N.A., Inc.**

## **Marketing & Communication Manager**

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**Department:** Sales & Marketing

**FLSA Status:** Non-Exempt

**Job Type:** Regular

**Work Schedule:**

Daily Monday through Friday.

**Job Status:** Full Time

**Reports To:** Sales & Marketing Regional Manager  
– North America

**Amount of Travel Required:** up to 20%

**Positions Supervised:** None

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### **POSITION SUMMARY**

Plans and executes marketing programs & events to various product lines. Conducts market research & statistics program for market intelligence. Develop and maintain relationships with industry associations. Prepares, edits, and writes company materials for marketing purposes, including social media, press release, company news.

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### **ESSENTIAL FUNCTIONS**

#### **Reasonable Accommodations Statement**

To accomplish this job successfully, an individual must be able to perform, with or without reasonable accommodation, each essential function satisfactorily. Reasonable accommodations may be made to help enable qualified individuals with disabilities to perform the essential functions.

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#### **Essential Functions Statement(s)**

- Coherently formulate, direct, and implement marketing activities and policies to promote products and services, working with internal and external customers.
- Initiate and conduct market research for business insights and market trending to generate market report and facilitate daily business operations.
- Work with industry associations to obtain marketing opportunities and industry information including but not limited to market data, certification, safety, and regulation.
- Organize and lead promotional activities or trade shows, working with developers, advertisers, or production managers to market products or services.
- Maintain web content and execute social media strategies, track web traffic and media exposure for efficiency improvement.
- Compile news, press release and editorial to website and industry medias to generate real-time market exposure and interests.
- Work with internal team and outside suppliers to generate marketing materials including but not limited to brochures, technical specs, product photos & videos, advertisement, and promotional products.
- Plan annual budgeting for all marketing activities and monitor daily expenditure.
- Develop and manage relationships with marketing suppliers and vendors for effective marketing support.
- Conduct surveys to identify target customers, market demand and potential product & service improvements.
- Coordinate effective internal and external communications.
- Work with industry associations to obtain marketing opportunities and industry information including but not limited to market data, certification, safety, and regulation.

## POSITION QUALIFICATIONS

### Competency Statement(s)

- Business Acumen - Ability to grasp and understand business concepts and issues.
- Analytical Skills - Ability to use thinking and reasoning to solve a problem.
- Customer Oriented - Ability to take care of the customers' needs while following company procedures.
- Creative - Ability to think in such a way as to produce a new concept or idea.
- Enthusiastic - Ability to bring energy to the performance of a task.
- Ethical - Ability to demonstrate conduct conforming to a set of values and accepted standards.
- Sales Ability - Ability to use appropriate interpersonal styles and communication methods to gain acceptance of a product, service, or idea.
- Honesty / Integrity - Ability to be truthful and be seen as credible in the workplace.
- Judgment - The ability to formulate a sound decision using the available information.
- Relationship Building - Ability to effectively build relationships with customers and co-workers.
- Accountability - Ability to accept responsibility and account for his/her actions.
- Communication, Written - Ability to communicate in writing clearly and concisely.
- Problem Solving - Ability to find a solution for or to deal proactively with work-related problems.
- Communication, Oral - Ability to communicate effectively with others using the spoken word.
- Interpersonal - Ability to get along well with a variety of personalities and individuals.
- Presentation Skills - Ability to effectively present information publicly.
- Conceptual Thinking - Ability to think in terms of abstract ideas.
- Assertiveness - Ability to act in a self-confident manner to facilitate completion of a work assignment or to defend a position or idea.
- Self-Motivated - Ability to be internally inspired to perform a task to the best of ones ability using his or her own drive or initiative.

## SKILLS & ABILITIES

<b>Education:</b>	Bachelor's Degree (four-year college) preferred in Marketing, Communications, or related field.
<b>Experience:</b>	5-years experiences in marketing or sales-related positions.
<b>Computer Skills:</b>	Proficient in Microsoft Office Suite (Outlook, Word, Excel, PowerPoint, etc.); familiarity with design software (e.g. Photoshop, InDesign) and content management systems is a plus.

## PHYSICAL DEMANDS

<b>N (Not Applicable)</b>	Activity is not applicable to this position.
<b>O (Occasionally)</b>	Position requires this activity up to 33% of the time (0 - 2.5+ hrs/day)
<b>F (Frequently)</b>	Position requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)
<b>C (Constantly)</b>	Position requires this activity more than 66% of the time (5.5+ hrs/day)

**Physical Demands**

Stand	F
Walk	F
Sit	F
Manually Manipulate	N
Reach Outward	O
Reach Above Shoulder	O
Climb	N
Crawl	N
Squat or Kneel	N
Bend	N
Grasp	N
Speak	F

**Lift/Carry**

10 lbs or less	O
11-20 lbs	O
21-50 lbs	O
51-100 lbs	N
Over 100 lbs	N

**Push/Pull**

12 lbs or less	O
13-25 lbs	N
26-40 lbs	N
41-100 lbs	N

**Other Physical Requirements****WORK ENVIRONMENT**

Office environment in a controlled atmosphere building.

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The company has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the company reserves the right to change this job description and/or assign tasks for the employee to perform, as the company may deem appropriate.