

Marketing Strategy Manager

Department: Marketing
Reports to: President
Location: Union City, CA, El Paso, TX or Port Orchard, WA
Experience: 5 to 7 years
Job Type: Full Time (exempt)
Education: Bachelor's Degree in Marketing, Communications or Business, MBA preferred
Travel: Up to 10%

About Us

Tournesol Siteworks is a leading national manufacturer of commercial landscape products for green buildings based in the San Francisco Bay Area. We're a rapidly growing company, with manufacturing facilities in California, Washington and Texas, working on environmentally-conscious commercial construction projects across the U.S and Canada. We're a tight-knit group looking for a real team player.

About the Team

The Marketing Team is currently seeking a Marketing Strategy Manager to work at one of our offices - Union City, CA, El Paso, TX or Port Orchard, WA. The Marketing Team consists of three parts – strategy, content, and operations, working together to create, promote and nurture Tournesol Siteworks' brand. At Tournesol Siteworks, it's the marketing team's job to make the phone ring!

About the Role

As the Marketing Strategy Manager, you'll work with the President to lead marketing strategy, including brand definition, product marketing strategy, positioning & messaging, and competitive analysis. You'll be working to define programs to engage, nurture, convert and retain customers and promote brand awareness. You'll be engaged with the market to understand the competitive environment, our customer base, and market trends. The Marketing Strategy Manager will work closely together with the Marketing Content Manager to help with content, whether it be for literature, digital, web, social media, or anything else that is required. You'll be based in one of our corporate offices, and may be required to travel to our other facilities and for market reconnaissance. You'll have a direct hand in accomplishing our #1 goal – a successful project in every way.

Essential Duties and Responsibilities

- Marketing Strategy development - Work with the president to develop a high-level marketing strategy, defining projects that align product messaging to brand/messaging goals.
- Product marketing - Assess market and customer trends, evaluate competitive situation and work with the engineering team on product development priorities.
- Brand Strategy - Formulate brand strategy and initiate projects and activities to reinforce brand experience in the marketplace
- Positioning and messaging - evaluate product value, understand competitive dynamics, product features and pricing
- Promotional strategy - evaluate promotional channels and build approach to advertising, trade shows, digital, etc.
- Report weekly on the status of deliverables, identifying roadblocks that will prohibit tasks from being completed and recommending strategies to remove those roadblocks.
- Other tasks or projects as required

Necessary Skills

- Undergraduate degree in Marketing, Communications, Business, or related field, MBA preferred
- Minimum 3 to 5 years marketing experience ideally in building products, design or construction markets
- Strong organizational and project management skills.

Tournesol Siteworks provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, or veteran status. In addition to federal law requirements, Tournesol Siteworks complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities.

- Excellent communication skills, both oral and written. – please submit two examples of your creative business writing (i.e, press release, newsletter article, company blog post, etc.)
- Experienced with Microsoft Office and Adobe CreativeSuite
- Detail oriented
- Enjoy being part of a team, but also feel comfortable working on your own and taking initiative

Benefits

- Competitive salary
- Paid time off
- Paid holidays
- Medical, dental, vision, disability and life insurance
- 401k with employer match

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions, unless accommodation would cause undue hardship to the business. While performing the duties of this job, the employee is regularly required to:

	Physical Demands																	
	Lift/Carry				Push/Pull				Bend									
Frequency	< 10 lbs	11-20 lbs	26-40 lbs	41-100 lbs	< 12 lbs	13-25 lbs	26-40 lbs	41-100 lbs	Squat/kneel	Sit	Walk	Stand	Climb	Crawl	Reach above shoulder	Handling / Fingering	Twist/Turn	Keyboard
Occasionally	X														x	X	X	
Frequently											X	X						
Constantly										x								x

Occasionally – Activity or condition exists 1/3 of the time

Frequently – Activity or condition exists from 1/3 to 2/3 of the time

Constantly – Activity or condition exists 2/3 or more of the time

“Frequently” or “Constantly” are ESSENTIAL elements, or demands occurring in the job since they exist, in general, more than half of the time. Physical demands which are designated “Occasional” may be considered essential depending on other conditions.

To Apply

Submit your resume and salary requirements to jobs@tournesol.com

Please do not submit more than once. We’ll do our best to respond within 3-5 business days to candidates being considered for the position. After a preliminary phone interview, you may be scheduled for an in-person interview. For more information visit www.tournesol.com or follow us on Instagram and Facebook.