



## Job Description

**Job Title:** Marketing Director  
**Department:** Marketing  
**FLSA Status:** Exempt  
**Position reports to:** Samsung HVAC Senior VP/COO

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### Position Summary (Purpose of job):

This position will be responsible for providing strategic direction for the creation and execution of marketing the Samsung HVAC corporate brand program. The role will include brand architecture and strategy work, product and technology naming, and integrated brand campaigns. Additionally, this role will be responsible for all corporate communications ensuring consistency for all external communications.

### Key Responsibilities

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1.	Lead the national marketing vision and strategic marketing planning for company brands for go to market channels including but not limited to wholesalers and spec reps. Responsible for the brand strategy, which includes defining the overall brand vision and strategy, line positioning	50
2.	Develop departmental goals and objectives aligned to the company's overall goals and establish individual team goals to support the department and company. Mentoring and talent development of the department's team members.	15
3.	Responsible for departmental budget planning, execution and management.	10
4.	Responsible for brand directional outline and strategic development of the marketing plan and brand building activities for the company.	10
5.	Managing and leading marketing agency relationship and establishing all deliverables within a defined annual plan.	10
6.	Key liaison with assigned licensors to manage and align behind a long-term vision on brands and marketing properties and programs like dealer programs, distributor incentive plans	5
		<b>100%</b>

### Minimum Job Qualifications:

#### Education/Training –

- Bachelor's degree required - advanced degree in business or related field preferred
- Minimum of 10 years marketing experience – HVAC industry preferred
- Product marketing management experience in HVAC industry a PLUS
- Product development experience highly preferred

### Business Experience –

- \* Must have exceptional experience in strategic marketing planning skills at strategic and executional level.
- \* Must have extensive experience in developing, coordinating and managing a complex marketing and advertising budget
- \* Must have extensive marketing agency management, relationship building, negotiating and collaborative skills to carry out projects and strategic goals of the company through agency collaboration
- \* Develop and maintain excellent working relationships with all appropriate levels within and outside the company
- \* Must have exceptional management skills with the ability and passion to coach, mentor and develop talent
- \* Must be able to successfully implement company-wide initiatives and strategies
- \* Must be a highly organized individual and ability to multi-task
- \* Must be able to demonstrate superior management skills, with the ability to influence and engage direct and indirect reports and peers
- \* Must have experience with listening, cooperative solutions with leadership peers, clients, and ability to be a strategic thinker while taking position with meeting company and department goals
- \* Must have successful history of working collaboratively across sectors and the ability to work productively as either a leader or team member to that we can reach our shared objectives
- \* Must be an analytic and decisive decision maker with the ability to prioritize and communicate to staff key objectives and tactics necessary to achieve organizational goals
- \* Must be able to work with competing demands, be flexible in an environment of changing requirements, and be capable of establishing and achieving specific objectives
- \* Must be flexible and able to multi-task, working within an ambiguous, fast-moving environment, while also driving toward clarity and solutions
- \* Must be able to demonstrate resourcefulness in setting priorities and guiding investment in people and systems. Must be capable of analyzing staffing needs and making personnel changes when required
- \* Must be able to mentor and develop staff using a supportive and collaborative approach: assign accountabilities, set objectives, establish priorities, and monitor and evaluate results
- \* Must have strong written and verbal communication skills. Must be able to communicate effectively with internal staff, medical personnel, business executives and community leaders and to make effective formal presentations to these groups
- \* Must have excellent judgment and creative problem-solving skills including negotiation and conflict resolution skills, and be able to exercise tact and diplomacy in organizational settings
- \* Must be computer proficient - particularly in Microsoft Office including Word, Excel and PowerPoint

### Specialized Knowledge/Skills –

- \* Strong presentation skills
- \* Strong negotiation skills with the ability to influence and persuade
- \* Strong creative problem solving and strategic thinking skills with the ability to develop innovative marketing and product strategies
- \* Demonstrated Leadership skills – ability to provide clear, credible vision and strategy; inspires others to follow
- \* Ability to exercise good business judgment/decision making skills by being an analytic and decisive decision maker with the ability to prioritize and communicate objectives and tactics necessary to achieve organizational goals
- \* Strong relationship building experience – ability to establish and maintain excellent relationships in a highly matrixed environment
- \* Ability to develop staff members, manage, mentor and motivate staff and ensure staff receives adequate training to maintain their level of competency
- \* Compliance – ability to ensure compliance with all internal and external management and regulatory controls
- \* Superior communication – excellent oral and written communication, persuasion, diplomatic, presentation and interpersonal skills
- \* Effective management skills – ability to successfully integrate Agile methodologies into existing methodologies

**Working Conditions:**

Environment (Office, warehouse, etc.) –

- \* Operate a computer keyboard, telephone and view a video display terminal more than 90% of work time
- \* Visual acuity, color distinction, and numeric and character detail distinction for the analysis and preparation of statistical reports and information

Physical Requirements (Lifting, standing, etc.) –

- \* Operate a computer keyboard, telephone and view a video display terminal more than 90% of work time
- \* Visual acuity, color distinction, and numeric and character detail distinction for the analysis and preparation of statistical reports and information
- \* Lift, move, or adjust general office equipment, boxes, or materials weighing up to 25 pounds using proper materials handling equipment and procedures
- \* Occasionally work additional hours beyond normal schedule
- \* Ability to travel as needed both (Domestic and International)

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**(This description is general in nature and is not intended to be an exhaustive list of all responsibilities. Other duties may be assigned as needed to meet company goals.)**