



Senior Marketing Communications Mgr. - Valent BioSciences, LLC

Regular Full Time
Libertyville, Illinois, Libertyville, IL, US

30+ days ago
Requisition ID: 1251

Description of Job: With direction from the Global Business Directors/ Managers create the annual Mar-Com strategy for the individual business units. Responsible for the execution of the plan working within VBC and with the SCC affiliate companies. This includes developing branding strategies, advertising and public relations and product communications strategy implementation that will achieve the Short-Range Plan & Long-Range Plan goals. Support the VBC COO, VP of Marketing & Business Management, and the Global Business Managers & Directors on external matters facing the business.

Principal Responsibilities:

Strategic Branding and Communications: with communication strategies.

- Promote the Sumitomo Chemical, VBC, and Valent Group Companies brands as the global leaders in integrated biorational + conventional technologies ☐
- Partner with Business Management /Marketing Managers in developing and executing business plans and marketing plans for VBC products.
- Interface regularly with Business Management, Marketing, Development, Research, Finance, Customer Service, and Supply Chain to drive product strategies. ☐
- Assist in development of long-range marketing strategies and plans and manage short-range objectives to meet SRP sales and profit goals.
- Develop and implement marketing communication strategy, including development and management of launch campaigns and the development of collateral material and marketing support materials. ☐
- Participate in Business reviews and communicate adjustments in marketing strategies to address risks and

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- opportunities. ☐
- Develop and implement marketing and communication strategies for countering competition. ☐
- Develop and executes VBC communications strategy using internal and external resources. ☐
- Coordinate and execute VBC Crisis Communication strategy with VBC managers and outside consultants.

Management

- Manage quoting process for promotional communications projects including print, electronic, events, point of purchase, and direct mail. Fulfills those aspects of the marketing plan. ☐
- Develop, coordinate, and maintains production schedules for marketing materials including collateral literature, promotional items, event displays, and Web updating. Includes coordination of layout and design activities both internally and through use of agencies and other suppliers. ☐
- Maintains inventory and manages collateral literature to ensure its relevance and currency. ☐
- Monitors and facilitates updating of corporate, business unit, and product/brand websites. ☐
- Prepares annual department budget, authorizes expenditures, and tracks project costs to control expenses. ☐
- Manages quoting process for promotional communications projects including print, ☐
- Maintains inventory and manages collateral literature to ensure its relevance and currency. ☐
- Monitors and facilitates updating of corporate, business unit, and product/brand websites. ☐
- Assists in development of trade show strategies and schedules across business units and coordinates related promotional project activities. Attends trade shows as needed. ☐
- Serves as a primary point-of-contact for media, vendors, and suppliers.
- Coordinate content development for Public Health/Forest Health direct sales ☐
- Monitors market communications for adherence to corporate branding standards across business units. ☐
- Manages dissemination of VBC market communications to employees and affiliates. ☐
- Manages distribution of external VBC press releases and other market communications including maintenance of media contact database and distribution list management. ☐

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- Applies company policies and procedures to resolve variety of issues. □
- Direct training efforts on improving communication skills across the organization. □
- Direct the activities of the Marketing Communications Specialist.

Education: Bachelor's degree in Marketing is required; MBA desired.

Experience: minimum of 5 years of experience as a marketing manager is preferred, and preferably in an agricultural or related field. Demonstrated knowledge and understanding of marketing, promotion and demand creation. Exceptional oral and written communication skills required and strong analytical background preferred. Ability to listen to Business Managers/Marketing Managers and translate information into a compelling marketing program. Ability to manage multiple cross-functional projects. Desktop Publishing/graphic design experience a plus.

Travel: 20% Travel (Domestic & International)

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