

DESCRIPTION OF POSITION RESPONSIBILITIES

Parts Marketing Manager

Location: Seville, OH or Essex CT

Reports To: Vice President Sales & Marketing

Outside Travel Required: (25%) Mostly to SDI / BPS facilities and some customer locations

The **Parts Marketing Manager** will oversee and lead all sales, marketing, order fulfillment, pricing, and customer-service activity for ship-loose and replacement parts as well as lead and manage two regional parts sales teams in Essex CT, and Seville, OH.

Responsibilities

Lead and Manage Customer Service Function for Replacement and Ship Loose Parts

Including:

- Delivery updates as requested
- Research and identification of required replacement parts
- Identification of early product failure trends
- Evaluation of special requests on packaging, product identification, and other
- Development and implementation of alternate processes for service parts identification

Lead and Manage the Pricing Process for Replacement and Ship Loose Parts

Including:

- Evaluation and implementation of optimal pricing levels and structures to maximize market share and gross profit.
- Development and implementation of incentive programs to drive additional sales

Lead and Manage the Order Fulfillment Process for Replacement and Ship Loose Parts

Including:

- Entry and acknowledgement of customer orders
- Coordination with internal departments and suppliers as needed
- Development and monitoring of key execution metrics such as on-time delivery
- Development and implementation of alternate systems for more efficient order fulfillment and processing

Optimize Sales Channels for Growth and Market Share

- Evaluate and determine optimal sales channels and complimentary pricing structures for maximum market competitiveness, including OEMs, Service Dealers, OEM-Dealers, Resellers, Fleets, and End Users.

Identify Opportunities for Additional Products and Services

- Identify complimentary parts and services to add to the current portfolio
- Work with parts suppliers to obtain access to products on favorable terms
- Research and evaluate alternate sources for existing replacement and ship-loose parts
- Attend industry events to identify product opportunities

Drive Team Efficiency and Effectiveness

- Communicate operational expectations to the team on a short and long term basis
- Evaluate and implement necessary changes to staffing and/or team organization
- Remove barriers and put team members in a position to succeed
- Develop and implement incentive programs to drive desired team behavior

Develop and Implement Effective Marketing Communication Programs

- Web content
- Advertising
- Trade shows
- Literature

Establish a Strategic Road Map for Replacement and Ship-Loose Parts

- Analyze results on a regular basis, (sales margins, product mix, market share)
- Establish short and long term goals
- Identify opportunities
- Develop a competitive advantage
- Integrate and collaborate with engine and drivetrain sales for both BPS and SDI, as well as parts sales for BPS.

Position Strength Requirements

- Able to work productively in a position with a high demand for customer service
- Adaptable work style with the ability to communicate effectively to various personalities, levels, and functions within in the organization
- Focused and organized
- Aptitude in problem-solving
- Excellent verbal and written communication skills
- A strong grasp of the strategic role of replacement parts and ship loose parts to the overall business
- A strong understanding and interest in business principals and fundamentals