

James D. Julia, Inc. Marketing Director
Job Description

Revised November 14, 2016

Classification

Salary Exempt

Reports to:

CEO

Summary/Objective

The Marketing Director (MD) is responsible for planning, development and implementation of all of James D. Julia, Inc. marketing strategies, marketing communications, advertising, catalog production, digital and social media and public relations activities, both external and internal. The MD directs the efforts of the graphics and photography employees. We deal with highly specialized products, so all of these efforts need to be coordinated at the strategic and tactical levels with the other functions and departments of the company. The focus of this position is on achieving results which are aligned with the larger picture of the organization and our strategic goals.

The MD is responsible for all activities related to conceptualizing and implementing market strategy and achieving marketing target, as well as ensuring that these are completed within the critical path timeline. This position is critical to the impression that others have as to the professionalism, quality and integrity of James D. Julia, Inc.

Essential Functions

1. Responsible for creating, implementing and measuring the success of:
 - a comprehensive marketing, communications and public relations program that will enhance James D. Julia, Inc. image and position within the specialized markets, collectors and businesses, and facilitate internal and external communications; and,
 - all James D. Julia, Inc. marketing, communications, social media, advertising, and public relations activities and materials including publications, media relations, client acquisition and so forth.
2. Properly account for all marketing and advertising expenditures, to ensure that they are within budgeted amounts, and are processed for accrual and/or payment in accordance with company policies.
3. Facilitate effective and efficient communication to our customers and potential customers of the distinguishing characteristics, differentiating our products and services from that of our competitors.
4. Develop the annual marketing plan and the strategies, tactics and resources necessary to achieve system and goals.
5. Ensure articulation of James D. Julia, Inc. brand (desired image and position), assure consistent communication of the Julia's brand throughout the company both internally and externally.
6. Coordinate media interest in James D. Julia, Inc. and ensure regular contact with target media and appropriate response to media requests.
7. Coordinate the appearance of all James D. Julia, Inc. print and electronic materials.
8. Collaborate with Web team to enhance search engine optimization.

9. Create and oversee the creation of content for website, social media and blogs.
10. Facilitate creation and design of POP materials, including trade show design, banners, signs, etc.
11. Provide a forum to allow associates to have input into our marketing programs, and make suggestions for improvement
12. Ensure that relevant market research is conducted regularly. Coordinate and oversee this activity. Monitor trends.
13. Create an institutional and system-wide marketing reporting function that can track, measure and analyze performance.
14. Ensure all marketing communications are coordinated, support marketing plan objectives and are an effective expenditure of resources.
15. Ensure communication of advertising and promotional tactics company-wide in an effective manner to provide ample time for awareness and preparation.
16. Provide marketing skills and expertise to the company by building, developing and managing a marketing team capable of carrying out the necessary marketing strategies and tactics.
17. Conducts formal, annual performance appraisals on employees of the Marketing Department.
18. Prepare presentations to explain the company's current and future strategies.

Competencies

1. Knowledge of Marketing, Advertising, Social Media, Direct Marketing.
2. Financial Management.
3. Leadership.
4. Teamwork Orientation.
5. Strategic Thinking.
6. Business Acumen.
7. Personal Effectiveness/Credibility.
8. Communication Proficiency.
9. Presentation Skills.
10. Sense of Urgency.
11. Innovative and Creative.

Supervisory Responsibility

This position manages all employees of the marketing department (telemarketing, graphics, photography) and is responsible for the performance management and hiring of the employees within those departments.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

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.

This is largely a sedentary role; frequent sitting, seeing, observing, providing feedback, listening, hearing, talking is required.

Position Type/Expected Hours of Work

This is a full-time position, a typical Monday through Friday work week is expected. Occasional evening and weekend work may be required as job duties demand.

Travel

This position requires up to 10 -20% travel.

Required Education and Experience

- Bachelor’s degree in Marketing, Communication or Advertising. MBA or advanced degree is preferred.
- 4 years of experience in product, direct marketing and brand marketing required.

AAP/EEO Statement

James D. Julia, Inc. is committed to equal employment opportunity and employs all qualified persons without regard to race, color, religion, national origin, sex, age, sexual orientation, handicap, or any other classification protected by the federal, state or local laws.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Signatures

This job description has been approved by all levels of management:

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Manager _____

Employee _____ Date _____

Marketing Director Performance Evaluation
Created November 17, 2015

Employee's Name _____ Date _____

The Marketing Director evaluation is divided into 3 sections;

Part 1 – Employee's Core Competencies – CEO (20%)

Part 2 – Employee's Job Responsibilities - CEO (30%)

Part 3 – Financial Review – Results of KPI's for the prior year. (50%)

Part 1 - Rating Descriptions: (100%) - Outstanding (95 – 99%) - Consistently Exceeds Expectations (85 – 94%) - Solid Performer – Meets Expectations (75 – 84%) - Improvement Required (0) Unsatisfactory

Core Competencies	
Rating	Competency or Responsibility
	Dependability – takes appropriate time to complete an assignment, respects the time of others in regards to punctuality to scheduled meetings, follows other rules, keeps supervisor informed about any developments (personal or professional), attendance and punctuality, reliability, etc.
	Comments:
	Personal Credibility: Demonstrated concern that one be perceived as responsible, reliable, and trustworthy.
	Stress Management: The ability to keep functioning effectively when under pressure and maintain self-control in the face of hostility or provocation.
	Decision Making Ability – Proactive vs. reactive, is able to take hold of the situation and not panic in case of emergencies, is quick at planning and deciding further action and is a fast and an active observer.
	Results Orientation: The ability to focus on the desired result of one's own or one's unit's work, setting challenging goals, focusing effort on the goals, and meeting or exceeding them.
	Team Spirit - helps co-workers and shares work related information and knowledge, is open to feedback, takes instructions in an agreeable manner, is a part of group building activities and contributes to team work to achieve targets and objectives.
	Fostering Innovation: The ability to develop, sponsor, or support the introduction of new and improved method, products, procedures, or technologies.
	Initiative: Identifying what needs to be done and doing it before being asked or before the situation requires it.
	Technical Expertise: Is sought out as an expert to provide advice or solutions in his/her technical area.
	Building Collaborative Relationships: The ability to develop, maintain, and strengthen partnerships with others inside or outside the organization who can provide information, assistance, and support.
	Average of all Scores (Add and Divide by 10)

Part 2 - Rating Descriptions: (100%)- Outstanding (95 – 99%)- Consistently Exceeds Expectations (85 – 94%) - Solid Performer – Meets Expectations (75 – 84%) - Improvement Required (0) Unsatisfactory

Work Competencies	
Rating	Competency or Responsibility
	Develops the annual marketing plan and the strategies, tactics and resources necessary to achieve system and goals.
	Comments:
	Oversees and provides direction to market and competitor analysis.
	Creates an institutional and system-wide marketing reporting function that can track, measure and analyze performance.
	Ensures all marketing communications are coordinated, support marketing plan objectives and are an effective expenditure of resources.
	Ensures communication of advertising and promotional tactics company-wide in an effective manner to provide ample time for awareness and preparation.
	Explore networking opportunities such as joining professional societies, trade groups, related to the firearms, lamps, glass and fined jewelry, and fine art, asian and antique markets, estate planning and wealth advisors, etc..
	Continue to stay aware of changes, technologies and trends in marketing
	Prepares presentations to explain the company’s current and future strategies.
	Provides marketing skills and expertise to the company by building, developing and managing a marketing team capable of carrying out the necessary marketing strategies and tactics.
	Conducts formal, annual performance appraisals on employees of the Marketing department (telemarketing, graphics, photography).
	Average of all Scores (Add and Divide by 10)

Supervisor Comments/Goal Planning: (Attach)

Part 3 – Financial Review – Results of KPI’s for the prior year.

Key Performance Indicators	% Results
Actual Marketing Expenses vs Budgeted	
Growth in Email list	
Social Media	
Direct Mail Benchmarking	
Average Percentage %	%

Employee Self Evaluation Form

Employee Name _____ Date _____

1. Specify ways that you feel you met or exceeded job requirements and any reasons why.

a.

b.

c.

2. Specify the ways that you feel you did not meet job requirements and any reasons why.

a.

b.

c.

3. In what specific areas would you like to improve your job performance?

a.

b.

c.

4. List the steps you would like to take to improve your preparation for future opportunities.

a.

b.

c.

5. **What job-related goals would you like to accomplish in the next 12 months?**

a.

b.

c.

6. **List additional items you would like to discuss.**

a.

b.

c.

Final Summary

The Marketing Director evaluation is divided into 3 sections;

Part 1 – Employee’s Core Competencies – Completed by the VP of Marketing. (20%)

Part 2 – Employee’s Job Responsibilities - Completed by the VP of Marketing. (30%)

Part 3 – Financial Review – Results of KPI’s for the prior year. (50%)

Scoring:

(100%) Excellent - Outstanding Performer

(90– 99%) Very Good - Consistently Exceeds Expectations

(80 – 89%) Good -Solid Performer – Meets Expectations

(75 – 79%) Fair - Improvement Required – Performance Plan Needed in Specific Areas *See attached*

(Less than 75)Poor – Unsatisfactory – Three Month Performance Action Plan Required *See attached*

Enter Scores Below and Calculate Final Score:

	Score	Multiply by	Factored score
Part 1		x 20%	
Part 2		x 30%	
Part 3		X50%	
		Final Score	

Summary of Evaluation:

Signatures
