



MCFARLANE AVIATION, INC.

POSITION DESCRIPTION: Product Marketing Coordinator

General description of job:

Product marketing: Develop, analyze, plan, launch and oversee all new product marketing plans both McFarlane and resale product lines. Develop and maintain multi-tiered pricing for over 6,000 products. Continuously evaluate and improve the product marketing process. Work independently and as a project leader with the marketing, sales and engineering teams. Majority of job is sitting, up to 2 weeks travel per year. Not a complete description.

Reports to Marketing Manager

Duties, tasks and responsibilities:

- Create product specific marketing plans for all new products including financial analysis and justification of plans
- Oversee new product plans identifying and solving problems to keep plans on schedule
- Resale: Identify new resale product ideas
 - Research eligibility and vendors
 - Coordinate with purchasing in price negotiations
 - Create and deliver presentations to prospective vendors
- Monitor and evaluate sales performance of new products on a regular basis
- Pricing: Develop, maintain, and enhance the multi-tiered pricing structure
 - Research, monitor and react to changes in competitor pricing including product advantages and disadvantages
 - Research, monitor and react to additional product cost such as freight, inspections, complex handling, etc.
- Lead and assist marketing team in marketing material creation, direct marketing, public relations, photo or illustration creation or editing
- Review and oversee final quality and effectiveness on all product marketing materials
- Communicate with and support the Sales and Engineering Teams
- Communicate with other company departments to follow through with customer issues or special pricing quotes
- Occasionally represent McFarlane at trade shows and travel to vendors
- Cross-trained as sales backup
- Follow policies and procedures in the McFarlane Employee Manual, Quality Assurance Manual, Safety Manual, and Sales and Shipping Procedures

Requirements and skills needed for the job:

- Bachelors degree or equivalent five years experience
- 5 years experience in similar position (not necessarily aviation related)
- Experience setting prices for a large product line
- Basic financial analysis skills

- Ability to make sound business decisions
- Strong proficiency writing and editing effective marketing content
- Ability and confidence to effectively critique and guide development of effective and professional graphics design
- Ability to organize a large amount of data into a compact format that can be easily utilized by the customer
- Advanced Excel proficiency
- Microsoft Office proficiency
- Research and negotiation skills
- Strong verbal communication skills
- Ability to work effectively with a team
- Leadership experience
- Ability to manage projects and personnel
- Time management and organizational skills
- Detailed oriented yet efficient
- Ability to occasionally travel (up to 2 weeks per year)
- Ability to learn and communicate technical and mechanical product details and concepts

Additional skills that are helpful but not required:

- An understanding of general aviation and aircraft systems
- Management or supervisory experience
- Strong graphic design skills
- Adobe InDesign and Photoshop proficiency
- Sage Software MAS90 or similar ERP system
- Sales experience

Not a complete description; other duties and responsibilities as required and needed will arise.