



Job Title: Marketing Specialist
Department: Marketing
Business Unit: Agriculture & Flatbed
Reports To: VP of Agriculture and Flatbed

As a Shur-Co Marketing Specialist, you will utilize product and industry knowledge to develop marketing plans, prepare supporting materials, and assist the sales teams in selling the quality and value of Shur-Co products to prospective customers in the Agriculture and Flatbed markets. This position reports to the Shur-Co VP of Agriculture and Flatbed, utilizing a team approach with regional sales managers, branch managers, and centralized marketing services to effectively market Shur-Co products to End Users, Dealers, and Original Equipment Manufacturers.

If you are a professional with at least three years of experience supporting industry sales & marketing activities, you have a desire to work for a leading supplier of products to the global transportation industry and you want to expand your impact, this position is for you. Shur-Co is a forward-looking company with an excellent balance of focus placed on all facets of its operations. Qualified individuals must be approachable, possess strong analytical skills, be highly self-motivated, and able to develop innovative, attention grabbing promotional materials and marketing campaigns that fit within the strategic direction of the company.

Responsibilities include:

- Research and identify opportunities/customers, organize data, and work with Sales/Engineering Cross Functional Team to support sales and customer education efforts.
- Work with VP of Agriculture and Flatbed to develop the annual marketing and advertising plans for Shur-Co's Agriculture and Flatbed business units.
- Develop and manage the execution of assigned elements of the annual marketing plan including advertising, literature development, trade show attendance, advertising, media relations and other promotional activities.
- Work with corporate training coordinator to develop product training programs for customer service, branches, OEMs, dealers, fleets, and other customers.
- Maintain and support website content for corporate website.
- Work with Pricing Specialist to monitor pricing strategies, segment profitability, and competitive pricing activities.
- Provide direct customer retail support to Regional Sales Managers, Branch Managers, and dealers.
- Work with sales force to staff and attend trade shows.
- Other duties as assigned.

Required Skills and Experience:

- Bachelor's degree in Marketing, Business, or related field along with 3 to 5 years of experience or equivalent.
- Strong communication skills including effective and creative writing and presentation experience.
- Experience in a sales/marketing assignment for industrial products sold through multiple distribution channels.
- Please provide specific examples of demonstrated skills using Microsoft Excel and/or Access.
- Data gathering, analysis, and the ability to capture customer information.
- Willingness to travel 15-20%

Desired skills and Experience:

- Experience working with transportation equipment sales or marketing.
- Writing/editing skills for newsletters, direct mail, product literature, etc.
- Proven attention to detail
- Strong interpersonal skills
- Creative marketing mindset
- Commitment to continuous self-improvement through training, formal education, and other educational activities.