

Walker Distributing Company - Marketing Leader

The Marketing Leader is responsible for strategizing and implementing marketing techniques for approximately 75-100 dealers across multiple states within the Walker Distributing Company territory. These programs will be coordinated both directly with the dealer and through the help of Territory Sales Leaders. This position will report to the General Manager of Walker Distributing Company, and will be based out of our Fort Collins, CO, office.

Responsibilities:

- Work closely with the Marketing Department at Walker Manufacturing to understand and coordinate various programs, such as advertising campaigns, showroom enhancements, and product awareness
- Utilize digital techniques such as Meta ads, Google ads, email campaign manager, data harvesting, social media strategy, as well as limited graphic design functions
- Use various analytics tools to evaluate and promote the best techniques and achieve measurable results
- Coordinate automated campaigns in a variety of platforms

Required:

- Knowledge of marketing techniques and platforms, especially digital forms
- A willingness to work with dealers directly when necessary to design marketing plans and to gain participation
- Strong communication skills; especially with dealers who need concise reports and efficient input on their campaign performances
- Some travel will be required (~10%)—working with Territory Managers in Texas, Kansas, Tennessee, Kentucky, California, Nevada, New Mexico, North Dakota, Minnesota, Wisconsin to make dealer visits
- Able to work with colleagues and vendors to understand and develop programs to support dealers and territory managers
- Creative, willing to learn new processes and procedures as they evolve in the marketplace (especially digital techniques)
- Able to multitask many simultaneous projects, manage sales campaigns, follow-through with customers and sales managers, and provide timely follow-through with marketing campaigns, collateral shipments, invoicing, etc.
- Fast learner, self-sufficient, versatile

Desired:

- Knowledge of two-step distribution models and techniques
- Outdoor power equipment experience
- Walker Mower experience, understands value story, has experience with equipment