



MARKETING DIRECTOR

Client Information

Our client is the premier building products company in North America, focused today on manufacturing and selling high quality roofing products and systems for the commercial and residential markets.

This position is located in attractive, quality-of-life New Jersey location, and a full relocation package is available for the successful candidate.

This position will provide an attractive six figure base salary, company car, and will be complemented by a Management Incentive Plan, predicated on achievement of individual objectives and operating business results.

The Marketing Director will report to the SVP Marketing, Contractor Services & Corporate Development.

Position & Responsibilities

- Responsible for marketing new products developed for the commercial roofing market
- Work closely with Research & Development and Sales organizations to identify strategic markets that will result in increased market share growth
- Rationalize the existing product line, develop product system enhancements that will increase profit margins and put GAF contractors in an improved market position
- Work with architects and specifiers to ensure that new and existing products conform to and are in alignment with current building codes
- Perform industry/competitor analysis, build and improve strategic alliances between GAF and its suppliers to further strengthen GAF's position in the market place
- Work closely with the sales force to improve product brochures and communications materials which will give sales representatives more effective tools to enhance products and programs across the country
- Develop promotional and incentive programs for new products
- Work diligently to improve communication channels with business management, sales directors and sales representatives
- Manage all aspects of marketing new and existing products to assure the company's ventilation and HVAC duct categories meet specifications and standards of quality/customer requirements, including delivery schedules and cost objectives
- Maintain responsibility for assuring seamless transfer of marketing knowledge with both internal and external constituencies

- Evaluate alignment of marketing resources and make changes necessary to achieve short and long term initiatives
- Create a work environment that is fun, demands excellence, stretches the capabilities and imaginations of associates, promotes teamwork, and motivates associates to perform at their highest levels
- Act as a change agent, further enhancing the company's existing associate empowerment at all levels
- Through teamwork and empowerment at all levels, fully leverage the business and position for maximum opportunities, profitability and return on investment
- Drive continuous improvement through the innovative use of existing resources to meet changing trends/needs and accelerate positive internal change
- Leverage associate involvement to ensure plant-wide acceptance of change and new programs/systems
- Strong communication skills a must
- Passion for the business

Ideal Candidate Profile

- Requires a minimum of 10 years related work experience, preferably in the building materials industry. Prior experience in a "classical" consumer goods organization will be valued
- Candidate must have a demonstrated record of achievement with measurable, tangible results in market share growth, incentive program development and product enhancements
- Knowledge of construction, building materials, building design and building codes a plus
- Demonstrated and proven leadership skills
- Outstanding leadership, confidence and human relations skills to assure customer satisfaction and internal support of culture change
- Exceptional written and verbal communication skills
- Must be intelligent, innovative and thoughtful but capable of acting quickly and decisively
- Must be of personal stature and reputation to ensure ready acceptance within the company and to create a favorable representation of the company to customers, and internal business partners

Education

- A Bachelors degree in Marketing, Engineering or Architecture, or related field is required. An advanced degree in Business Management or related field is highly desired