



Marketing Lead (Marketing Department)

Marketing Department Summary

Our marketing team is a highly collaborative and productive team that works together to support our 46 distributors around the world to build the Walker brand in their varying markets while also advancing as a global brand. We act as an internal agency envisioning, planning, implementing, and maintaining marketing strategies and campaigns for the Walker company.

Job Description Summary

Daily responsibilities include managing the marketing efforts and creative strategy, as well as creating, designing, and developing materials as needed. The Marketing Lead is ultimately accountable for providing an exceptional level of leadership, marketing support and creative expertise to the overall brand. Some travel to interface with Walker distributors and dealerships is expected in order to build relationships and successfully execute projects, events and campaigns.

Essential Duties and Responsibilities

- Be a leading contact between the Walker marketing team and the distributor marketing team members in the field to maintain and build the Walker brand
- Coordinate and execute marketing initiatives for the Walker brand in all media types—including but not limited to electronic, printed, social, and visual
- Manage brand compliance with Walker brand identity guidelines
- Lead in the gathering and distillation of product information for the creation of ads, collateral materials, sales and technical presentations and other marketing needs
- Lead the collection and analysis of data on customers, products, markets and competitors
- Participate in continuing educational opportunities

Knowledge and Skill Requirements:

- Excellent communication skills (verbal and written)
- Highly creative and able to quickly pivot to different priorities, when needed
- Proficient in MS Office, iWork and Google Workspace applications
- Able to collaborate effectively with team members and also work independently
- Effective time management skills, able to juggle multiple projects simultaneously
- Strong analytical and problem-solving proficiency
- Skilled at reading, understanding and communicating technical documentation
- Self-starter, highly motivated and goal-oriented
- Ability to learn and understand current Marketing trends, social media basics, and multimedia platforms

Preferred Experience and Qualifications:

- Six years working in marketing, business, public relations, and/or communications
- Experience leading a team of marketing professionals in a variety of marketing roles
- Working knowledge of Adobe Creative Suite and/or Affinity Designer
- Experience in the areas of copywriting, graphic design, photography and videography
- Understanding of and insight into the Outdoor Power Equipment Industry

Apply at walker.com/employment

