

## Cleveland Leadership Center

Posted August 21, 2011

### **Executive Director, Black Professionals Association Charitable Foundation**

**Cleveland, Ohio** BPACF is recruiting for an Executive Director. This professional will report directly to the Board of Trustees and is responsible for the execution of BPACF's mission and strategic plan. The primary goal of BPACF is to expand and maximize the social, cultural and educational opportunities of African Americans through charitable fundraising activities and distribution of our financial resources to educational and cultural institutions and programs. Interested candidates should send a cover letter, resume, and salary expectations Attn: Search Committee at [info@bpacf.org](mailto:info@bpacf.org) the deadline is August 25, 2011. For more information click [here](#).

**Notre Dame Cathedral Latin** (NDCL) seeks an individual with financial planning expertise to lead its fundraising department. In the near term, the position will focus on raising \$1.4million to complete funding for a performing arts center and multi-purpose gym. Strong-candidates will demonstrate five to seven years of experience working with individuals of wealth. The position requires daily interaction with NDCL alumni and parents, the skills to build relationships, and the confidence to ask for gifts. The position reports to the President of NDCL and works closely with her on fundraising and alumni relationship activities. Some travel is required. Candidates must be supportive of Catholic educations and specifically endorse NDCL's mission. An undergraduate degree is required with preference given to candidates who have earned a CFP, CPA or worked as a planned gifts officer for five or more years. Salary and benefits are competitive with senior advancement positions. Tuition benefit is available for employees who high school age children qualify for admission to NDCL. Resumes and a cover letter should be sent to: Sister Jacquelyn GUSDANE, SND President, Notre Dame-Cathedral Latin, 13000 Auburn Road Chardon, OH 44024 Or emailed to: [jacquelyn.gusdane@ndcl.org](mailto:jacquelyn.gusdane@ndcl.org)

**The Holden Arboretum looking for a Senior Director of Development.** The Holden Arboretum, one of the elite tree museums in the United States, is dedicated to the cultivation of healthy and beautiful trees, forests, and communities. Holden has an immediate opening for a Senior Director of Development, reporting to the President & CEO. This person will develop fundraising and marketing strategies, lead the planning and execution of all Holden fundraising programs (campaign giving, leadership giving, planned giving, corporate giving, annual giving, membership, sponsorships, grants and contracts); will lead research and tactical planning to identify, prioritize, assemble information on, cultivate, solicit, recognize, and steward all donors and prospects; and will assist with ensuring Holden's long-term financial health. Fundraising for Holden's "New Leaf" core area master plan for gardens, tree plantings, and visitor amenities currently is of particular emphasis. This position requires a Bachelor's degree; professional training in fundraising and at least five years of successful experience in leadership fundraising in public gardens, museums, or other nonprofit institutions; supervisory experience; and experience working directly with boards. Familiarity with philanthropy in the Northeast Ohio area is strongly desired, as is the knowledge of philanthropic organizations and government agencies relevant to Holden's mission. Proficiency with relevant computer software, including Word and Excel, is required; familiarity with Raiser's Edge, Wealth Engine, and other software relating to fundraising and membership is desired. Review of applications will begin immediately and continue until the position is filled. Qualified applicants should submit a resumé with salary requirements to: [resumes@holdenarb.org](mailto:resumes@holdenarb.org) or on line at <https://home.eease.com/recruit/?id=815921> E-mail: [resumes@holdenarb.org](mailto:resumes@holdenarb.org)

Added 8/12/2011

**Legal Aid** is hiring an administrative assistant for development and communications. Click here to learn more: <http://lasclv.org/wp-content/uploads/2010/11/Admin-Asst-Job-Posting-20115.pdf>

Courtesy of Robert Hatta (CBB 2009):

There are more than [80 open positions](#) created by JumpStart client and portfolio companies. Here are the new openings for this week:

- [MesoCoat's](#) CermaClad Metal Cladding technology received the prestigious the R&D 100 Award, known as the "Oscar of Innovation." CEO Andy Sherman's acceptance speech can be viewed [here](#). The nanocomposite coatings maker also has [seven open positions](#), including [Accounting Manager](#).
- [OnShift](#) provides shift-based workforce management tools for skilled nurse and long term care providers. A national leader in the space, the company is hiring [several new open positions](#) in sales and software development to keep pace with customer growth.
- [LineStream Technologies](#) offers software that reduces error, noise and energy requirements for automated equipment. This young company inked its first [licensing agreement with Texas Instruments](#) in July and is seeking to fill [four new positions](#).

Interested in pursuing a job at a high growth startup company? View the current job openings available [here](http://www.jumpstartinc.org/Ventures/WorkingataStartup/) (<http://www.jumpstartinc.org/Ventures/WorkingataStartup/>).

**Check Kelly Blazek's Job Bank website** for jobs in marketing, public and media relations, development, media, graphics/web design and internships. Blazek also blogs about job hunting and working smarter [here](#). Follow her on <http://twitter.com/#!/NEOHCommJobs>, where she posts "breaking new jobs" prior to including them in the Job Bank. The jobs on Blazek's list are ONLY in communications related occupations; and she limits membership to individuals in this industry. For more information, go to the [website](#) or write to Kelly Blazek.

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PUBLIC  
RELATIONS  
AND  
COMMUNICATIONS

REGIONAL COMMUNICATIONS OFFICER - AMERICAN RED CROSS

This position is responsible for carrying out communication duties in the local American Red Cross region with a focus on media relations, social media and Disaster Public Affairs activities. The Regional Communication Officer establishes the strategic communication direction for assigned chapters in order to promote the overall mission of the Red Cross in the local community. The Regional Communication Officer is responsible for raising the local visibility of the Red Cross to help the community understand how to access local Red Cross services and how to support the mission of the Red Cross. To apply, visit [www.redcross-cleveland.org](http://www.redcross-cleveland.org), click on About Us and then on Careers.

CHIEF OF STAFF - CASE WESTERN RESERVE UNIVERSITY

Job ID: 2176 Department: Office of the President

The Chief of Staff is the executive staff member in the Office of the President, reporting directly to the President of Case Western Reserve University. The Chief of Staff will advise, support and communicate on behalf of the President. This individual will provide critical, high-level assistance and direction to optimize the President's time and influence. This position is responsible for facilitating internal and external communications and correspondence with senior executive officers, officials and constituents on virtually any matter of interest to the President. The individual will coordinate closely with the Vice President for University Marketing and Communications and Senior Adviser to the President.

ESSENTIAL FUNCTIONS

1. Consults with administrators, deans, faculty and other employees to identify university challenges, develop improvements, create and maintain standards of quality. Interacts with administrators, faculty and professional staff to facilitate communication and interaction between and among the President and all campus constituencies.
2. Represents the President as appropriate in resolving problems and complaints from students, parents, faculty and other constituencies; responds to daily requests for the President's assistance; handles and prioritizes inquiries, correspondence, and other issues; gathers appropriate background information and research for the President to evaluate options in decision-making.
3. Responds to and meets with broad range of internal and external individuals and groups, frequently related to matters of immediate concern, and coordinates responses, solutions, and follow-up with the President and other appropriate university officers.
4. Establishes priorities and agendas, researches issues of importance and sensitivity, and produces briefing materials and information on all significant matters which require the President's attention.
5. Maintains current knowledge of the Board and operating policies and procedures necessary to ensure appropriate organizational decision-making protocols are understood and followed. Monitors current events, legislation and other issues of interest to the President.
6. Serves as project manager to include tracking, monitoring and follow-up on the progress, action items, and strategies that emanate from President's cabinet, executive committee, etc.
7. Monitors initiatives and program timelines established by the President to ensure efficient and successful completion by senior leaders, faculty and staff.
8. Participates in public relations, institutional development and fundraising activities.
9. Leads the development and creation of speeches, presentations, correspondence, reports and other messages that reflect the vision and mission of the university on behalf of the president. Writes a variety of communication pieces for internal and external audiences.
10. Works with senior leadership and other managers to ensure articulation of University's desired position, assure consistent communication of i position throughout the University as well as to all constituencies, both internal and external.

#### CONTACTS

Department: Frequent interaction with the President and office staff.

University: Frequent contact with various levels of faculty and staff regarding confidential and sensitive matters.

External: Regular contact with a variety of alumni, donors, friends and officials.

Students: Occasional contact with students.

#### SUPERVISORY RESPONSIBILITY

No direct supervision of subordinates. Indirect supervision through project management and oversight of university initiatives and events.

#### QUALIFICATIONS

Experience: 7 to 10 years of leadership experience, preferably in a highly complex, decentralized organization.

Education/Licensing: Bachelor's degree in a relevant discipline.

#### REQUIRED SKILLS

1. Communicates well with a large diversity of stakeholders one-on-one, in small groups and large audiences.
2. Effectively informs and engages Deans, faculty and others in an academic environment.
3. Exceptional ability to identify, analyze and research problems and develop approaches and alternatives to immediate resolution.
4. Ability to represent the institution well, becoming fully knowledgeable about the institution and able to champion the university to others.
5. Strong project management skills.
6. Superior interpersonal, communication and presentation skills.
7. Outstanding planning and organizational skills.
8. Must possess excellent writing and editorial skills for print and publication.
9. Ability to develop and give form and life to new concepts; possess craftsmanship and creativity; and have an attention to detail.
10. Comprehensive knowledge of Case Western Reserve University.

11. Proficiency in MS Office products including Powerpoint and Excel.

Apply at: [https://employment.case.edu/psp/erecruit/EMPLOYEE/HRMS/c/HRS\\_HRAM.HRS\\_CE.GBL](https://employment.case.edu/psp/erecruit/EMPLOYEE/HRMS/c/HRS_HRAM.HRS_CE.GBL)

#### PUBLIC RELATIONS AND SOCIAL MEDIA SPECIALIST - OVERDRIVE

The Public Relations & Social Media Specialist is responsible for providing quality PR & social media communications and support for OverDrive's marketing initiatives. This position involves interaction with many of our important audiences, including our trade media, library partners, end users, national and community organizations, and industry professionals. This position will use discretion to make recommendations, develop innovative, actionable strategies and messages for OverDrive's PR & social media (e.g., blogs, Facebook, Twitter, etc.) initiatives. The work of the PR & Social Media Specialist in conjunction with the OverDrive Team influences the acquisition and retention of new business.

##### Responsibilities:

Written communications – drafting high quality communications, including press releases and blog posts, while balancing the demands of brand management and cost/deadlines for PR and social media initiatives.

Media relations – manage target media list, relationships via email and phone, list database and wire service, also tracking media mentions and industry news.

Project management – manage blog editorial calendar, and OverDrive presence on Facebook, Twitter and other social media outlets; and provide quantitative and qualitative analysis (ROI) of results across all media targeted.

Provide support and input for other OverDrive marketing initiatives as assigned.

##### Requirements:

4 + years related experience (PR, journalism, marketing, communications, etc.).

Bachelor's Degree in related field.

Excellent writing, editing and communication skills (verbal, written and listening) especially in a PR capacity (e.g., press releases).

Able to work and thrive in a fast-paced, rapidly-changing environment.

Exceptional media relations and relationship-building skills and experience.

Self-directed, utilizing tact, diplomacy and a clear, courteous and professional manner when dealing with the public.

Strong attention to detail with excellent organizational skills (able to handle multiple projects and details simultaneously).

Able to create persuasive communications by articulating complex concepts.

Able to work cooperatively with internal and external customers, as well as be an enthusiastic team player.

Computer proficiency (MS Office Suite).

Valid driver's license required and ability to travel up to 10% of the time which may include weekends.

##### Preferred Experience/Background:

Experience as company spokesperson to media outlets.

Experience with WordPress and HootSuite.

Working knowledge of publishing / library and/or technology industries.

Public speaking experience and/or skills.

Please email your resume and cover letter to [jobs@overdrive.com](mailto:jobs@overdrive.com).

#### COMMUNICATIONS SPECIALIST - ALCOA

Requisition Number 8354BR

This position reports directly to the Human Resources Manager with a dotted line to the Director of Manufacturing, Forgings at Alcoa Cleveland Works and is accountable for:

- All aspects of Cleveland Works Communications, internal and external.
- Provide Communications Support and services to the Plant Organization.
- Developing and deploying internal communication strategies linked to achieving business goals.
- Assisting the Plant Manager and lead team with the development of employee communications.
- Assist in creating a strategic employee communications plan for our 900+ person manufacturing facility of bargained and salaried employees.

- Ensuring effective delivery systems and content for employee communications.
- Managing Public Relations activity for Cleveland Works including Media and Community Relations.
- Assisting plant management in the development of communication plans for key initiatives including union negotiation, benefits communications and diversity/inclusion efforts.
- Overseeing the development and deployment of communications tactics, such as the internal newsletter, closed circuit television and employee meetings.
- Assist management as needed with special communications, such as internal events, meeting deployment and speech writing.
- Provide direction and oversee employee volunteer and social events via programs that enhance the value of the employee and family.
- Act as communications liaison to the corporate communications staff.
- Develop public relations strategy plan and oversee implementation, including story pitches, press releases and local award submission.
- Develop and maintain current crisis communications plan, executing crisis activity as needed.
- Develop community relations strategy to further engage Alcoa in local community affairs.
- Manage Alcoa Foundation Grant Funding sources, which include review of proposals and selection of grant recipients.

Basic Qualifications • A Bachelor's Degree in Communications or Business related degree.

- 3 – 5 years of communications experience
- Must possess excellent written and verbal communication skills.
- Highly skilled in Microsoft Office (PowerPoint presentations, excel, word)
- Must possess a high degree of people skills as he/she must motivate and influence others including those not under direct supervision.

Preferred Qualifications • Experience in a manufacturing or union environment is preferred.

Apply [here](#).

## PUBLIC RELATIONS SPECIALIST I – JOANN STORES

Requisition Number 341

Support implementation of the strategic Public Relations initiatives that differentiate the Jo-Ann brand from the competition and achieve financial and non-financial program objectives.

Scope:

Facilitate day-to-day proactive and reactive Public Relations outreach, including press releases and kits, media appearances and interviews to promote key selling periods, products and projects; support brand and partnership marketing; maintain press distribution lists and impression records. This position is also key in cultivating media relationships to support PR initiatives.

Essential Responsibilities:

- Implement proactive Public Relations strategy to further establish Jo-Ann as the premier creative resource for influential media as well as creative enthusiasts. Work cross functionally with Inspiration, Production, Joann.com, Media, Merchandising, Education and Trend.
- Coordinate media-facing materials including press kits and feature releases to support key public relations initiatives, and identify targeted audiences for materials promoting seasonal trends and key company promotions.
- Develop and maintain relationships with editors. Coordinate product, project and store interview requests by media editors; serve as main point of contact with merchants to obtain requested products. Assist in the coordination of approved in-store filming and interviews as well as studio appearances by education and other corporate spokespersons. Work cross functionally with Stores, Education, Joann.com, Media, Merchandising and Inspiration.
- Support strategy for national consumer promotions intended to drive store traffic and acquire new database names. Work cross functionally with Merchandising, Vendors, Store Operations, Joann.com, Merchandise Support, and the field.
- Create and maintain public relations activity tracking tools including a press release calendar and contact logs.
- Contribute to monthly, quarterly and yearly reports on results of all programs detailed above.

Education Requirements:

Bachelor's degree required with a preference for Marketing, Communications, Public Relations or

Journalism majors.

Experience Requirements:

1-3 years of experience in public relations or media management required. Writing experience necessary. Familiarity with project management, event planning, marketing and marketing activities preferred.

Other skills or certifications:

MS Office programs (Word, Excel, Access, PowerPoint)

Dimensions / Competencies:

- Organizational skills, ability to multi-task
- Ability to interact at many levels and with many diverse groups
- Strong project management skills
- Strong verbal and written communication skills
- Professional presentation of self and content
- Creative and analytical skills
- Strong relationship and rapport builder/interpersonal skills

Apply at: <https://2xrecruit.kenexa.com/kr/cc/jsp/public/jobDetail.jsf>

## MARKETING AND SALES

### VICE PRESIDENT, MARKETING – INTEGIS EXECUTIVE SEARCH

Our Client is a healthy, growing, private equity-owned, middle market Medical Company (\$75M-\$150M) with a leading consumer and healthcare product suite that serves the rehabilitation markets. The Vice President, Marketing will lead the Company's profitable revenue growth. Reporting to the CEO, this person will be responsible for growing, developing and overseeing an efficient, results oriented, multi-channel sales and marketing operation. He/she must drive financial results and accountability through the Sales and Marketing Team, but should be a hands-on leader.

To accomplish this, the Vice President, Marketing will execute a marketing and sales plan to increase revenue, market share and profitability. He/she will create, execute and lead effective channel management strategies to strengthen existing and establish new channels. The successful candidate will grow share by leveraging the Company's distributor network and direct sales channels. He/she will drive global growth by leading region-specific marketing strategies.

EDUCATION: Degreed, advanced degree a plus.

MINIMUM YEARS OF EXPERIENCE: 15 years

EXPERIENCE: The successful candidate should have experience in marketing consumer products with a healthcare and/or medical products background. Experience with consumer retail marketing is ideal.

Candidates should have a track record of successful channel development and be experienced driving EBITDA and revenue in a medical products company. Candidates should be accomplished leaders and highly effective managers and be capable of adapting into our Client's high-performance culture.

Apply [here](#).

### REGIONAL MARKETING MANAGER - HEINEKEN USA

We currently have a very exciting opportunity for a Regional Marketing Manager, Great Lakes and Midland Zone. This position is responsible for the overall facilitation of HUSA programming at local level for all general market and ethnic activations across portfolio.

In addition, incumbent will be responsible for the following:

Plan and Prepare

Lead collaboration with all key interfaces within HUSA as it relates to local program development including but not limited to channel, brand, POS, legal, and sales.

Identification of strategically relevant local sponsorships, special events as well as managing the execution around these events and sponsorships.

Negotiation of brand relevant & sales driving media merchandising programs

Execute

Input, review, evaluation, and communication of media plans to local team.

Manage local HUSA marketing, media, promotional and sampling agencies.  
Expertise in local market landscape, achieved through distributor meeting attendance, market visits, crew drive participation, etc.

Measure and Improve

Communication of all marketing programming, follow up and post analysis including ROI and updates to extended local teams, including development of necessary selling tools.

Financial responsibility, budget management and ROI analysis as it relates to FM zone financials

Please note: This position has the opportunity to reside in several locations: Cleveland, OH, New Orleans, LA, Detroit, MI and Nashville, TN.

Qualified Candidates Must Have: Bachelor's Degree in Marketing preferred.

4 to 6 years of relevant experience

Critical Competencies:

Managing Yourself Integrating Diverse Perspectives Creating Customer Value

Achieving Results Category, Portfolio and Brand Understanding

Channel, Shopper and On-Trade Consumer Understanding Key Customer Planning

Apply [here](#).

## MARKETING DIRECTOR – AKZONOBEL PAINTS

Job Requisition Number: 1906457

We are currently seeking a Marketing Director to manage the AkzoNobel brand portfolio in our Retail Business Line. This position leads the marketing function, business line and cross functional teams; ensuring team members are engaged and capable of delivering professional marketing service and a high level of performance. The Director is responsible for developing innovative solutions and is expected to establish strategic plans and operational programs that employ a sound understanding of the market and business. This position will provide change leadership and be able to drive that change within a fast paced, complex matrix & changing environment. The Director will influence leaders and teams regarding strategic business initiatives and needs the ability to effectively build strong relationships internally and externally, at all levels.

Job Requirements:

Bachelors Degree in Marketing or related field and/or Masters Degree in Marketing Preferred

Strong analytical, financial, communications, and leadership skills required. In depth knowledge of how the marketing function integrates within the organization and of direct competitors. Proven track record required in developing high performance teams and able to effectively manager budgets. 10 to 15 Years marketing experience, including 7 to 10 Consumer with consumer related business, particularly "Big Box" business

We are able to offer our employees a competitive salary and benefits package that includes medical, dental, 401K, and bonus opportunity. For an opportunity with a dynamic organization, please reply on-line [here](#).

## ANALYST/PROJECT LEAD LOYALTY AND MARKETING PROGRAMS - TRAVELCENTERS OF AMERICA

Job ID:1825152

Responsible for developing, creating and analyzing rewards program data for the purposes of identifying forward strategic and tactical marketing activity. This activity includes developing monthly metric or dashboard reports based on program, segment or customer level. • Responsible to assist department in developing, creating and analyzing major marketing and promotional activity as required. • Responsible for developing, creating and analyzing in-house marketing research activity as required. • Manages company customer feedback program and develops performance reports for department operating managers. • Administers departmental budgets for Department Vice President. • Assists in managing departmental projects as required. Projects may involve a wide range of potential areas of impact such as marketing, procurement of services, customer research, brand and more.

Desired Skills & Experience

- Minimum BA degree with preferred course study impacting the job: marketing, mathematics, statistics, etc.

- Minimum 3-5 years of experience related to developing, creating and analyzing marketing data.

- Rewards/loyalty program experience strongly preferred, especially within the airline, hotel, or general retail industries.
  - General skills and experience managing projects in areas of marketing, procurement, brand, customer feedback.
  - Strong understanding of enterprise data structures, relational databases, data warehousing, and data mining.
  - Strong analytical, verbal and presentation skills.
  - Enjoy working with a variety of teams across the organization including Operations, Marketing, Sales and senior management.
  - Basic knowledge of SQL commands.
  - Advanced Excel Skills including Pivot Tables and Lookups.
  - Must be able to function in a fast paced environment and handle multiple requests.
  - Familiarity with Cognos 8 a plus.
- Apply at: [http://www.linkedin.com/jobs?viewJob=&jobId=1825152&trk=jobs\\_biz\\_nprem](http://www.linkedin.com/jobs?viewJob=&jobId=1825152&trk=jobs_biz_nprem)

#### MARKETING & COMMUNICATIONS COORDINATOR - YWCA

Responsible for raising awareness and educating constituents about the YWCA, its mission and its programs and services, thereby increasing advocacy efforts, program participation, and donor cultivation. Manages the development of all YWCA printed literature and electronic and social media. Coordinates media relations efforts and supports special events, membership and fund development initiatives. Works collaboratively with Managers on program specific marketing needs and initiatives.

Responsibilities: Implements brand management strategies. Creates and produces marketing and sales materials for the YWCA and its programs. Responsible for YWCA website and social media use across all programs. Responsible for writing and producing annual and special reports. Responsible for PR/Media relations coordination across all programs. Responsible for executing key advocacy messaging strategy created by the Board of Directors and CEO. Supports special events as needed. Serves as the marketing liaison for Program staff. Creates and supports the development of communication tools.

Qualifications: Bachelor's degree in Journalism, Communication or Related Field.

One to three years of experience in marketing, communications or public relations field

Interested Candidates: Send cover letter and resume to: [careers@ywcaofcleveland.org](mailto:careers@ywcaofcleveland.org)

#### MARKETING MANAGER – CLEVELAND INTERNATIONAL FUND

Cleveland International Fund (CiF), a fast-growing international Private-Equity firm located in Pepper Pike, Ohio, is seeking a Marketing Manager to oversee our global marketing.

This role is located within our main office in Pepper Pike. The ideal candidate will have a high attention to detail, be highly adaptable, experience with public relations, copywriting, and team oriented.

The successful candidate must have:

- 5-7 years experience in a financial services or commercial real estate field developing marketing materials
- Minimum bachelor's degree in marketing, communications, or related field
- Ability to manage creation of marketing materials from beginning to end, such as PowerPoint, brochures, website content, and video creation
- Experience in managing responses to local media
- Excellent communication and presentation skills, along with a high level of professionalism
- Track record of creating concise and successful marketing material in foreign markets
- Ability to self-start projects and quickly understand the target audiences
- Experience in international marketing and an understanding of cultural differences
- Prior experience in the investing, banking, client financial service, or real estate fields would be a major plus

This will be a salary position. Please submit the following to [hr@clevelandinternationalfund.com](mailto:hr@clevelandinternationalfund.com) for consideration: 1) Cover letter 2) Resume and 3) Salary history

Applications will be considered incomplete that do not contain all three components. For more information, please log onto [www.ClevelandInternationalFund.com](http://www.ClevelandInternationalFund.com). No phone calls please.

## AFTERMARKET MARKETING MANAGER – BENDIX

Tracking Code 11116 Location: Elyria, OH

Generate, coordinate and implement programs and promotions for the North American Aftermarket (A/M) by collaborating with cross-functional teams. The programs and promotions will be based on Share of Demand studies, input from A/M customers and A/M sales force and CoC business initiatives.

Essential Functions:

- Support and drive customer focused activities, including ad hoc inquiries from the field, pricing requests, formal requests for quote, customer supply agreements, and awards of business. Provide Voice of the Customer (VOC) input to the CoC's, and drive the "outside in" approach to product development programs and product promotions.
- Coordinate the development and implementation of Aftermarket product strategies and promotions with CoC product managers and marketing managers.
- Identify and track share of demand and use in strategy and promotional development.
- Maintain competitive archive and conduct detailed competitive analyses.
- Develop and implement Aftermarket annual marketing calendar with CoC product managers.
- Share responsibility for development of MOP, STRAP, sales, pricing strategies, forecasting, product lifecycles and part number additions, deletions and supersessions as they relate to the aftermarket segment.
- Establish a consistent "feel" among all promotional activities between each CoC.
- Manage Premier Distributor Program, identifying program enhancements and leverage opportunities for the business and customer base.
- Additionally, serve as project management support to the BSFB Center of Competency

Knowledge:

- Knowledge of BCVS/BSFB products, business processes, and markets. Knowledge of braking systems preferred.
- Understanding and demonstrated use of business analysis tools and methods.
- Understanding of basic program management tools and related methods.
- Understanding of Aftermarket programs, industry and customers.
- Extensive knowledge of marketing practices, tools and methodologies.

Required Skills

Skills:

- Ability to influence at all levels and establish a collaborative environment.
- Possesses solid negotiation skills.
- Solid project management skills.
- Emphasis on customer satisfaction; makes customer and sales related tasks a priority.
- Must be creative and innovative in providing effective solutions and value to the sales force and customers.
- Strong presentation skills.
- Excellent interpersonal, oral, and written communication skills.
- Proven problem solving and decision making skills.
- Must be able to handle multiple, competing priorities.
- Ability to work well with people across a matrix / cross functional organization; interacts regularly with sales, engineering, finance, SBM, and operations.
- Proficient in Microsoft Office suite products including Word, Excel, PowerPoint, etc.
- Possesses solid SAP & BW reporting skills.

Required Experience

Experience:

- Minimum of 5 years experience in product marketing, sales, product management, or business development.
- Experience in marketing industrial products.

Education:

- BS/BA required. Prefer degree is in a business discipline. MBA desirable.

Apply [here](#).

STRATEGIC ALLIANCE EXECUTIVE – PROGRESSIVE INSURANCE

Job Number: 102187 Posted August 8

The Strategic Alliance Executive will be responsible for the growth and profitability generated from their assigned agency customers. These enterprises will be either national or regional in market reach and operational model.

As the Strategic Alliance Executive, and a key leader within the agency group, you'll have the unique opportunity to develop business to business relationships with new partners as well as existing national insurance companies and agencies. Your growth and profit building, influencing, and sales skills will be put to good use when you interact with senior executives – both inside and outside of Progressive. You will be empowered to make decisions on the compensation to our agents, design of processes and methods for producing and maintaining policies at the agent level and internal Progressive practices to support the agency operation.

We're searching for someone who knows how to think critically and creatively to find new opportunities for incremental growth and profit. You'll use your sales skills to uncover each partner's unique needs and match those to Progressive's processes and product benefits.

Primary Job Responsibilities:

- P&L responsibility
- Leverage opportunities and negotiate contracts with new and existing Strategic Accounts
- Identify growth / profit trends by account and overall business
- Responsible for growth and profitability generated from their assigned agency enterprises
- Improve agent satisfaction and willingness of customers to refer others to buy from Progressive
- Responsible for reducing cost and improving efficiencies
- Personal Development/Leadership

Attributes of a Successful Strategic Alliance Executive:

- Typically 8+ years business-to-business sales and marketing experience
- MBA preferred; strong quantitative skills required
- Non-insurance background encouraged to offer unique perspective
- Disciplined and involved in the day-to-day activities of the accounts and Progressive internal support
- Natural and passionate curiosity and inquisitiveness
- Analytical as a problem-solver, digs deeply into the investigation/data and can be counted on to get to the bottom of complex problems
- Methodical, systematic approach when tackling broad-scoped issues
- Brings order to a loosely structured situation; sets clear priorities
- Uses facts and data to address issues/conflicts
- Excellent communication, organization and interpersonal skills
- Strong negotiation and influencing skills

Apply at: <http://jobs.progressive.com/job-search.aspx>

#### LOCAL MARKETING SPECIALIST - BRANDMUSCLE

The Local Marketing Specialist (LMS) is responsible for the coordination of client marketing programs placed through BrandMuscle's Media Center, and for sustaining an in-depth understanding of the Media Center capabilities and various local marketing tactics.

Under direct supervision, responsibilities include:

- Working with a wide range of BrandMuscle clients (primarily via phone) to understand their immediate marketing needs and provide media planning assistance
- Act as a liaison between the client and the BrandMuscle Media Planning team to ensure that project goals and timelines are met
- Identifying the best marketing solution for a wide range of clients to meet plan and budget goals
- Recommending and taking action to assist in the analysis and solutions of client issues and problems in the best interest of both the client and BrandMuscle
- Working with BrandMuscle's Media Team and outside partners to answer and fulfill media requests.
- Processing claims and associated details for media orders.
- Project Management of client media programs
- Interfacing with all stakeholders that will interact with the project, including end-users, media partners, internal sales, product development, graphic operations and client service teams.
- Providing ongoing feedback and assessment of project status and issues to managers and executives.

#### Requirements

- A Bachelor's degree is required.
- Detail- and client service-oriented
- Self-starter, ability to work without direct supervision
- Availability to accommodate various working hours as client workload requires
- Superior communication skills, both verbal and written
- Well versed in use of Microsoft office products (Excel, PowerPoint, Outlook)
- Excellent organizational skills

#### Experience

A minimum of 4 years marketing or advertising experience, either in an advertising agency, media sales or client-side marketing role is required.

Apply [here](#).

#### MARKETING & COMMUNICATIONS SPECIALIST - KEPRO

KePRO is a rapidly growing national quality improvement and care management organization. We work to ensure that over 4 million people receive the right care, at the right time, in the right setting. Responsible for the creation and implementation of effective marketing and communications strategies. Collaborates with content experts and leaders at various organizational levels to define and implement successful marketing communications strategies. Develops content for a variety of communication materials for both internal and external audiences. This position also serves as a catalyst for educational campaigns targeting healthcare providers, consumers, and influencers. Evaluates the effectiveness of campaigns, prepares detailed project reports. Serves as a writer, editor, and media support, as assigned.

#### Desired Skills & Experience

Ideal candidate has a Bachelor's degree in Business Communications/Marketing and 4 years progressively responsible experience in Marketing Communications or related field. Experience in healthcare field a plus. Strong writing and editing a must. Must be able to plan & execute targeted marketing communications strategies. Proficiency in computer skills including Microsoft and Adobe applications. Design/desktop publishing is a plus. Must have strong communication & presentation skills and the ability to be a productive member of cross-functional team working independently on projects.

Apply at: <https://home.eease.com/recruit2/?id=668111&t=1>

#### MARKETING COMMUNICATIONS MANAGER - AVERY DENNISON

Business Unit: Label and Packaging Materials North America City: Mentor

Relocation Available: No

Label and Packaging Materials-North America, one of the Company's largest divisions, is seeking a Marketing Communications Manager to define, develop and execute the division's communication strategy. The marketing communications manager is responsible for coordinating and managing the development and production of communications materials for the division's initiatives. In this capacity, the manager works closely with product management, segment management and sales in developing communications materials, campaigns and presentations to ensure the efficient pursuit of revenue generating opportunities. The marketing communications manager will supervise creative resources as well as compose, edit, and manage the production of a full range of materials.

#### PRIMARY RESPONSIBILITIES AND ESSENTIAL FUNCTIONS:

1. Strategic communications planning and thought partnership with sales and marketing organizations.
2. Create and implement effective project plans for North American sales and marketing campaigns and collateral
3. Drive Avery Dennison brand awareness and positioning through the North American market
4. Drive effective public relations strategy across the region
5. Select and manage freelancers
6. Execute on North American corporate brand management strategies and thought leadership initiatives
7. Drive best practices and consistent processes in North America
8. Ensure, in collaboration with electronic communications team, an optimal web presence of the Label and Packaging Materials brand in North America
9. Drive operational efficiency in marketing communications

Position Requirements: The ideal candidate will have a degree in communications, marketing, public

relations, advertising or journalism. A portfolio of writing samples is required. MBA is preferred but not required.

The following skills/qualifications are required:

1. 8+ years of experience in marketing communications required
2. Supervisory experience required
3. Project management, from the details of a specific project to managing multiple projects simultaneously
4. Vendor selection, management and ongoing evaluation, including agencies and other creative resources
5. Clear, succinct articulation of communications objectives in the form of project briefs
6. Very strong copywriting skills
7. Product and company branding experience
8. Creativity – including creative and art direction
9. Teamwork, leadership and facilitation skills to pull people together across many diverse functional disciplines and regional cultures
10. Willingness and ability to "push the envelope" and innovate responsibly

Apply

at: <https://www.averydennison.apply2jobs.com/ProfExt/index.cfm?fuseaction=mExternal.showJob&RID=6435&CurrentPage=2#>

#### CUSTOMER SERVICE REPRESENTATIVE II - BEN VENUE LABORATORIES

BVL is currently seeking a talented and innovative Client Services Representative II to join our Customer Service department within Bedford Laboratories located at our Bedford, OH site. As a Client Services Representative II you will be responsible for providing superior customer service to both internal and external customers relative to product availability, pricing, order processing and claims administration on behalf of Bedford Laboratories.

Duties & Responsibilities:

Responds to customer inquiries both domestic and international regarding Bedford Laboratories product availability. Acts as the main contact for wholesaler customers for issues relative to the Client Services Department

Quotes prices for Bedford products within established guidelines.

Expedites orders where possible by acting as the liaison between the department and the distribution center. Uses systems and resources within functional area as primary tools to address and fulfill customer needs.

Reports daily sales and backorder release status by extracting data from company systems (ERP) and other available reference areas.

Responds to customers' pedigree authentication requests, per state/federal laws.

Acts as a primary resource for recall return procedures.

Ensures that Department Management is informed of Bedford Laboratories product needs and that proper priority is given to such needs.

Processes Inability to Supply Claims and maintains the claims log in accordance with department procedure.

Ensures that customer orders, claims, credits, invoices and returns are processed within the ERP system, per department policy & procedure, timely and accurately.

Acts as a department mentor to new/temporary employees as well as Client Services Rep I for filing, order entry, RGA/credit processing.

Requirements Required Education & Experience:

A Bachelor's degree and a minimum of 3 years pharmacy related client services experience required. In lieu of Bachelor's degree, minimum 10 years of pharmacy related client services experience required with proven track record of providing professional and prompt service to internal and external customers.

Knowledge of basic accounting principles or experience within an accounting/finance department, is desired. Knowledge of the wholesaler, Group Purchasing Organizations (GPOs) and the end user market for pharmaceutical products, is desired.

Requires proficiency in Microsoft Office products including, Excel, Word, Access and Outlook are required. Experience within enterprise resource planning (ERP) system, a plus.

Eligibility Requirements:

Must be legally authorized to work in the United States without restriction.

Must be willing to submit to a background investigation, including verification of your past employment, criminal history, and educational background

Must be willing to take a drug test and post-offer physical (if required)

Desired Experience, Skills and Abilities:

Excellent oral and written communication skills as well as strong interpersonal skills. Excellent organizational and filing skills and a proficiency in math. Must possess professional, articulate phone skills to assist, route and follow-up on customer calls.

Proven ability to work alone following policy, procedure and practice.

Must have the ability to multitask in a fast paced environment.

Apply

at: [http://www.candidatecare.com/srccsh/job.guid?\\_reqID=2000008754910&\\_cache=7360818661348922137&x=2275](http://www.candidatecare.com/srccsh/job.guid?_reqID=2000008754910&_cache=7360818661348922137&x=2275)

## ACCOUNT MANAGER/PROJECT MANAGER - MARKETING COMMUNICATIONS – CLEVELAND CLINIC

Location: BEACHWOOD, OH, US Job Code: T99607 Pay Grade: 16

Develops departmental projects. Manages implementation and maintenance of projects and process improvement initiatives. Coordinates interdepartmental resources, develops project plans and process flows.

Job Responsibilities:

- Serves a chief liaison between marketing and creative teams, overseeing and facilitating interaction and communication between the two. Communicates all project changes, especially timeline inhibitors and changes to project scope to both groups. Trouble shoots project changes and oversees creatively meeting the needs of the marketing managers while working within project guidelines and scope.
- Provides critical project management for creative team of designers and writers, including -- defines project specifications and prepares spec sheets, enters projects into traffick system and monitors timelines and milestones, prepares budgets, assists in allocating internal and outsourced resources and communicates all aspects of project development to marketing staff.
- With Traffic/Production Manager, manages project timelines and assists in assigning workload achieving workload balance and setting/communicating departmental priorities. The Project Manager, Marketing Communications is responsible for implementing projects in such a way as to promote and support the success and profitability of marketing communications projects.
- Acquires thorough knowledge of client's business (disease state, product, competitors, etc.) so that challenges and opportunities may be anticipated and accounted for in creation of materials. With creative director, translates marketing strategies into compelling communication materials, conceptualizing best vehicles for message and implementing best practices for development. With marketing team, interacts with health care clients (physicians, nurses, executive administrators) on an as-needed basis.
- Develops, implements and coordinates resources to complete complex projects and process improvement initiatives. Designs process flows to support project scope.
- Develops, coordinates, implements and maintains complex project work plans. Prepares regular progress reports and distributes information as appropriate. Collects and organizes project data results; analyzes results, interprets control charts and produces reports that evaluate results. Makes recommendations to improve results or to meet requirements.
- Facilitates meetings with multifunctional project representatives. Adheres to timelines and organizational expectations. Anticipates project team conflicts and proactively resolves conflicts to improve results.
- Partners with IT personnel to identify, evaluate and implement system enhancements designed to support project requirements.

MINIMUM QUALIFICATIONS:

Education, Knowledge, Skills and Abilities:

Bachelor's Degree in