

JOB DESCRIPTION

JOB TITLE: Marketing Manager

Summary of Job:	To prospect, develop, maintain and grow business for the Seaco fleet of container equipment. Negotiate contracts in compliance with company policy. To enable this either individually or with a team of Marketing reports.
Reports to:	Regional Marketing Director – Northern Europe
Line Management Responsibility:	Customer Service Executives
Location:	Moscow
Key Tasks and Activities:	<p><u>Performance</u></p> <ul style="list-style-type: none"> • Identifying and securing business for the leasing of containers in traditional and non-traditional container applications. • Generating and presenting professional and comprehensive proposals in line with the company's and the customers need. • Building, maintaining and enhancing productive business relationships. • Increase the company's presence and activity in all markets in the area of responsibility. • Identifying and securing one-way repositioning business from both domiciled and non-domiciled accounts on an "as needed" basis. • To aid Container sales and other such activities. • To assist Accounts Receivable department and collect debts, when required. • To receive market intelligence from non-domiciled accounts and share such information to the responsible Sales Offices. • To manage a number of direct reports to hit regional targets.

	<p><u>Processes</u></p> <ul style="list-style-type: none"> • To manage direct reports through a series of meetings and communications in order to coach and mentor reports to achieve the successful completion of regional targets. • To use the performance management processes in place across the company to coach and guide the direct reports to ensure success. • To aid the career development of all reports and to provide a structured pathway of development. • Generating and leading professional PowerPoint presentations. • Generate lease documents for management examination and approval. • Provide credit information and feedback on new potential customers to the Credit Committee. • Input into the formulation of Sales Office’s budget and targets. • Generation of Weekly and Monthly Reports as required. • Generation of annual strategic account plans for major customers and the region. • Work with Customer Service to determine needs of customers and the satisfaction of such needs. • Contact records and other office duties required to maintain proper documentation for leasing. • Day to Day running of the Moscow office.
<p>Area Covered:</p>	<p>Russian Region</p>
<p>Key Relationships:</p>	<ul style="list-style-type: none"> • Regional Marketing Director – Daily contact regarding strategy, tactics and approvals. • Direct reports. • Product Group. • Customer Service and Operations – Daily contact for bookings, redeliveries, pickups. • Positioning Manager – Contact regarding any repositioning issues affecting the region. • Vice President Operations regarding depot performance.

	<ul style="list-style-type: none"> • Depot Operation Manager's – Depot and repair issues. • Credit and Collections Managers – All credit and collections issues. • Regional Vice President Marketing frequent contact regarding strategy, tactics and approvals.
Qualifications Required (if any):	A degree or above with a marketing focus is desired.
Key Skills/Knowledge Required:	<ul style="list-style-type: none"> • Interpersonal and analytical relationship skills • Problem solving skills • Leasing/Shipping industry knowledge • Financial knowledge • Technical/product/market knowledge • Cultural awareness • IT skills and experience. • Presentation skills • Forecasting skills • Strong English language skills
Special Features/ Any Other Information:	<ul style="list-style-type: none"> • Ability to work independently.