



Business Marketing Manager

Logic, Inc. is currently seeking applicants for the position of Business Marketing Manager. This person will work closely with management to build awareness, create demand, and drive revenue and engagement through strategic relationships with partners, enhancing the website and ecommerce, and executing campaigns with the sales team. In this role, you will be responsible for developing marketing strategy with vendors, collateral and programs that highlight Logic's value to our partners and customers. This multi-dimensional approach incorporates (1) demand generation, (2) event/trade show marketing and (3) sales enablement. Having experience in eCommerce is strongly preferred.

Responsibilities include but are not limited to:

- Contribute to the strategy of partner marketing programs aimed to drive demand with strategic partners.
- With the marketing team, develop the positioning, messaging, value proposition and content.
- Foster relationships with key stakeholders at Partner organization.
- With our strategic partners, develop and execute joint marketing campaigns and tactics including events, webinars, thought leadership, and internal communications.
- Manage in-person and virtual events budgets and timelines, and oversee a variety of vendor and venue partners to ensure all stakeholders are working together to deliver a high-quality experience.
- Report and manage against marketing campaigns and programs effectiveness.

Experience, Skills, and Abilities

- Excellent written and verbal communicator with strong project management skills
- Experience building and executing demand generation programs, including email, webinars, events, and social media campaigns.
- Ability to articulate end-to-end partner value proposition to internal and external audiences
- Demonstrated success working cross-functionally with sales, marketing, and senior leadership in a fast-paced environment
- A focus on solution-seeking in the face of a challenge; you know how to organize and prioritize your workload
- Demonstrated initiative, problem-solving skills, solid judgment, and accustomed to acting with a sense of urgency
- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organization, including executive and C-level
- Ability to think strategically and execute tactically
- Preferred experience: CRM, Microsoft Office Suite, E-commerce, html, marketing automation platforms
- Able to manage time effectively, organize your material, and perform quality work without being micro-managed.
- 5+ years of relevant experience in business management, marketing and demand generation
- Proven experience driving business and marketing with and through strategic partners

What We Offer:

- Competitive salary & bonus package
- Full benefits package including medical and excellent retirement benefits

Promoting technical solutions to ensure your success with automation



www.logic-control.com

Toll-Free (800) 676-8805

Tech Hotline (913) 254-5000

- Paid holidays and vacation, personal, sick time.
- Company provided cell phone, laptop, software, and supplies
- Great working environment with a team approach to problem solving

Who We Are:

Logic, Inc. is a regional high-tech distributor that provides industrial automation solutions and services with control products to aid engineers, system integrators, OEMs, IT and management professionals for process manufacturing industries. Our corporate headquarters is in Olathe, Kansas with sales offices in Wichita, KS, St. Louis, MO, Springfield, MO and Omaha, NE. [Visit us online](#)

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