

JOB DESCRIPTION :	Product Specialist
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Mission :

- ✓ Provide Marketing support to US Managing Director and Marketing Manager to build brand awareness, product credibility and grow sales in the Us and Canada as a result.
- ✓ Support US & Canadian distributors with training & education as well as technical questions and claims.
- ✓ Support Sales & Marketing teams with trade shows and open houses.

A leader in the heat transfer materials for 30 years, CHEMICA US is recognized for its large and creative line of products, their quality as well as its reliable customer service. With headquarters in Europe and a presence in more than 60 countries, Chemica US develops and sells heat transfer materials for the textile industry. Chemica US is located in Atlanta, GA and works through a network of 30 distributors in North America.

Operational Marketing & Communication Planning :

- Benchmark US market trends and needs and report back to US Managing Director.
- Work with US Director & Marketing Manager on annual Marketing plans and assist with efficient product launches.
- Follow up with Distributors and end customers with day-to-day relationship management (product data sheet, technical inquiries, inventory, lead generation).
- Create a training strategy for new and existing distributors to build customers trust and loyalty. Track and monitor customer's engagement through surveys.
- Develop marketing and communication tools (videos, catalogs, digital content & social media).
- Support sales team at virtual events, trade shows and open houses. Travel: approximately 30%.

<u>REQUESTED SKILLS:</u>

- ✓ Competence in multi-project management and planning.
- ✓ Very good writing skills.
- ✓ Analytical approach to market information with ability to make business recommendations.
- ✓ Knowledge of digital and social media platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube...).
- ✓ Efficiency in Word, Excel and PowerPoint, as well tools like Photoshop, InDesign, Adobe.
- ✓ Knowledge of Sport and Heat Transfer industries is a plus.
- ✓ Capacity to organize him(her)self and to prioritize.
- ✓ Curious regarding company business areas, digital and social media environment.
- ✓ Able to work with international teams, display team spirit.
- ✓ Autonomous and proactive.

For inquiries : Info@chemicaus.com