



"At the Heart of What Drives Your World"

**Regal Beloit Corporation** is a publicly owned corporation (NYSE: RBC) with operations worldwide. Regal Beloit is a leading manufacturer of electrical and mechanical motion control and power generation products serving markets throughout the world. Annual sales exceeded \$2B in 2008. Regal Beloit is headquartered in Beloit, Wisconsin, and has technology, manufacturing, sales, and service facilities throughout the United States, Canada, Mexico, Europe and Asia.

Regal Beloit has been listed as one of "America's Best-Managed Companies" on *Forbes* magazine's 400 Best Big Companies list (January 2007), and as one of "America's Fastest Growing Companies" in *Fortune* magazine (September 2007).

**Job ID:** 10-448

**Job Title:** Marketing Manager

**Location:** Erwin, TN

The Marketing Manager will report to the VP Business Leader and manage the Morrill Motors Marketing team, including the development of Strategic and Tactical marketing plans. This role will engage in cross-functional management of after-market initiatives pertaining to programs, collateral development, training, marketing communication, and market intelligence, to achieve Business Unit and Regal Beloit corporate objectives.

**Responsibilities:**

- Manage the Marketing team which includes operational marketing, inside sales and a product manager
- Establish strategic and tactical marketing plans to achieve growth for Morrill Motors, Inc. and Regal Beloit.
- Manage the marketing budget to plan, continuously optimizing ROI
- Analyze marketing programs and adjust strategy and tactics to increase effectiveness
- Develop pricing strategies, and coordinate contract negotiations
- Provide leadership, professional development and management of marketing, inside sales staff and the marketing associates
- Develop a Multi Generation Product Plan for all products
- Lead cross functional teams in the development of new product offerings and drive all NPD's to finalization
- Manage external marketing vendors as appropriate
- Work closely with HVACR business unit marketing leads to develop programs designed to increase revenue and profitability
- Plan, develop and implement strategic and tactical marketing programs to increase brand awareness, increase market penetration and achieve revenue targets posted on EPS
- With market intelligence, coordinate primary and secondary market research, including focus groups and usability testing. Maintain extensive knowledge of competitive products and capabilities
- Provide strategic direction, develop and implement integrated strategies encompassing advertising, promotions
- Identify strategic acquisitions to expand CR offering
- Performs other duties assigned by management

**Required Qualifications:**

- BS in Engineering/technical or BS in Marketing/business
- Proven track record successfully implementing major product launches and managing ongoing marketing programs.
- Experience driving business using direct and channel-oriented selling models.
- Proven ability to condense diverse, complex technologies and concepts into a crisp, clear message.
- Ability to think strategy and tactics simultaneously.
- Strong interpersonal and influencing skills.

- Ability to assess options and come to decisions quickly and to drive actions toward the major critical initiatives while filtering out the noisy insignificant issues.
- Excellent verbal and written presentation skills.
- Quick study, particularly with respect to technology and marketing concepts.
- Challenges the norm – not afraid to “think out of the box.”
- Self motivated with exceptional follow-through.
- Works with a sense of urgency.
- Strong cross-functional organizational skills.
- Well developed leadership skills.
- Knowledge of Microsoft Office (PowerPoint, Excel, Word, etc.) and other software to facilitate decision-making and strategy implementation.

**Desired Qualifications:**

- Technical understanding of motors
- Black belt certified
- Experience with distribution markets and wholesalers
- Masters Degree in Marketing or Product Marketing experience
- New product development experience
- System Electronics and software knowledge
- Commercial Refrigeration application experience

To apply, please send resume and salary requirements to: **Shelley.Bolt@regalbeloit.com**