



POSITION TITLE: Product Marketing Coordinator/Manager
DEPARTMENT: Marketing Communications
POSITION REPORTS TO: Marketing Services Manager
WORK SCHEDULE: Monday – Friday with ability to flex as needed

COMPANY OVERVIEW:

Phibro Animal Health Corporation is a publicly traded organization with a rich history spanning nearly 100 years of service. The Company is a global manufacturer of medicated feed additives, feed ingredients, vaccines and advanced nutrition solutions. Phibro's revenues are in excess of \$750 million, and are supported by 1400+ employees worldwide.

POSITION DETAILS:

The Product Marketing role is an integral part of our Marketing Communications team based out of Quincy, IL or Teaneck, NJ. The Product Marketing Coordinator/Manager develops, supports and drives marketing initiatives. He/She works closely with Product Directors and other cross-functional team members for each product to provide tools and information that advance product sales. He/She will be responsible for and/or assist with developing engaging marketing programs that will reach the target audience for each product and inspire an increase in sales revenue. Key responsibilities include but are not limited to the following:

Key Responsibilities:

- Develop comprehensive marketing plans for sales and marketing teams
- Work closely with Product Directors to manage product brands and tools for each existing and new product
- Generate strong momentum ahead of new product launches
- Focus on implementing targeted programs that consistently generate new, high quality leads for our company
- Ensure materials have gone through appropriate check points for release and distribution
- Coordinate brand and product messaging with Tradeshow Coordinator
- Participate in tradeshow/industry events as needed
- Participate in Customer Relationship Management
- Assist with market data collection and analysis as needed
- Successful management of budgets
- Other activities as assigned

Key Competencies Required:

- 2-6 years minimum of marketing experience
- Bachelor's degree in marketing, business or related field; relevant agriculture degree or experience a plus

- Strong attention to detail with ability to see bigger picture
- Problem solving, negotiation skills and resourcefulness
- Possess self-motivation, drive and integrity
- Energetic, positive, collaborator and team player
- Strong project management skills, and ability to meet deadlines under pressure while
- Managing multiple tasks simultaneously
- High proficiency in MS Office: Word, Excel, Power Point. Experience with Adobe Creative Suite is a plus.
- **Personal profile:**
 - Focused, tenacious and capability for building strong interpersonal relationships and delivering customer satisfaction
 - Pragmatic with conceptual ability to help support the PAHC team to grow the global business
 - Capable of rolling up sleeves and take personal responsibility for success
 - Closely connected to the day to day opportunities and challenges of the industry
 - Adaptable and will have ability to change direction in middle of a project with strong time and project coordination skills

Additional Details:

- Full time role with some travel required
- Compensation: base salary based on level of experience plus outstanding benefits