

## **POSITION SPECIFICATION**

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<b>Position</b>	Marketing Specialist (USA)
<b>Company</b>	K.Hartwall
<b>Location</b>	Chicago, IL or Remote
<b>Reporting Relationship</b>	Jeff Pfeiffer – Vice President of Sales, USA
<b>Website</b>	<a href="http://www.k-hartwall.com">www.k-hartwall.com</a>

## **COMPANY BACKGROUND**

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K. Hartwall is a privately-owned, Finnish industrial company manufacturing and supplying logistics products and solutions. The company was established in 1932 and has grown, through various phases, its operations to span over a multitude of countries. Today, it boasts to be the global frontrunner in goods-carrying logistics products, the so-called Returnable Load Carriers, with its customer and brand promise being formulated as “Logistics Efficiency through Innovation”.

K.Hartwall is working to develop solutions with measurable added value that customers are willing to pay for. The company drives a culture that supports and encourages innovation, and this involves a lot of cooperation between different functions. Through consultative solution sales capabilities, K.Hartwall is able to show customers that it can help them to develop their logistics with effective load carrier solutions. Thanks to the efficient solutions and a global delivery capability we have become the preferred partner to several companies; key customers are larger retail companies (e.g. Walgreens, Magnit, Carrefour, ICA, Kesko), food and beverage industries (e.g. Coca-Cola, Arla), logistics and postal companies (e.g. TNT, Royal Mail, Amazon, DHL, Itella, PostNord) and lean manufacturing companies (e.g. Bosch, Daimler)

The company is structured into three Business Units; Retail, Postal & Logistics and Lean. Since June 2018, K.Hartwall has a majority share in A&A that develops and manufactures tugger train systems and Automated Guided Vehicles (AGV's).

Our company values are: Reliable Partner, Driving Progress and Open Communication.

Our mission is to bring Logistics Efficiency through Innovation by:

- Working closely with its customers around the world
- Generating in-depth knowledge of customers' logistics processes and their financial impact
- Producing measurable benefits through improved logistics flow
- Delivering Innovative Solutions, including Returnable Goods Carriers and Systems and Services around them
- Utilizing efficient global delivery capability where we are able to supply our customers in e.g. Europe, Australia, South America, US and Asia.

More information on K,Hartwall and its solution offering can be found at [www.k-hartwall.com](http://www.k-hartwall.com).

## **THE ROLE**

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The Marketing Special has the responsibility to build a brand strategy along with the leadership team. The right person will manage all marketing tasks to drive brand awareness, interest, engagement, and equity throughout the United States. This role will play a major role in driving further market share development helping the sales team uncover valuable leads. He/She will be required to market research, targeting, and promote products and services that K. Hartwall offers. This role will work with all members of the US team to create consistent brand messaging with the Global organization.

Other responsibilities include:

- Management of all promotional event planning, design, and logistics. Primarily for large industry expos and conferences.
- Promotion of the Company and its Products through all marketing channels.
- Develop communications, advertising and PR strategies and campaigns
- Drive digital marketing improvements through SEO, Social Media, and advertising
- Research target markets for growth
- Create and launch email marketing initiatives

As the role includes working with sales team, this person will be asked to help with inside sales tasks. The role will help manage product launches, customer service inquiries, and work with customers as needed to offer best-in-class products and services.

## Objectives / Deliverables

- Research and build marketing and brand strategies to enhance K.Hartwall's brand awareness, interest, and equity in the market
- Create marketing and communications campaigns to drive valuable business leads
- Improve K.Hartwall's digital marketing presence throughout the industries and geography
- Collaborate with Manufacturing, Development, Business Development, and other functions of the business to delivery best-in-class experience for current and prospective customers

## QUALIFICATIONS / REQUIREMENTS

- At least five years of successful experience in a marketing role, preferably in a Small-Medium size organization.
- Bachelor's Degree Required.
- Progressive track record of successful marketing and sales generation positions
- Ability to think creatively, plan, organize, set goals and execute strategically
- Detail-oriented with an ability to multi-task
- Excellent communication skills with ability to communicate through multiple functions of an organization, such as Sales, Customer Services, engineering, etc.
- Strong relationship building, interpersonal and internal/external networking skills
- Entrepreneurial self-starter with hands-on approach

## PERSONAL ATTRIBUTES

- **Initiative and Motivation** – Actively tries to influence events to achieve Company objectives and goals and is a high-energy self-starter.
- **Organization and Independence** – Can establish priorities and course of action for managing multiple tasks and acts based upon available information
- **Customer Relationship** – This role is focused on maintaining and enhancing current customer base, while building new relationships in the marketplace.
- **Articulate Communication** – Must be able to express themselves clearly and effectively when talking with potential customers; must be able to confidently speak in front of small or large groups
- **High Energy** – Establish and maintain high activity levels.
- **Adaptability** – Ability to perform a variety of tasks and be able to change assignment or direction on short notice.

- **Decision Making and Problem Solving** – Identifies problems, gathers data, develops and assesses alternative courses of action, and makes timely decisions based on logical assumptions using all available information.
- **Persuasiveness** – Uses appropriate and creative methods and styles of communication to gain acceptance, solve a problem, or lead an internal initiative.
- **Planning** – Establishes course of action, uses time efficiently, and is well organized.
- **Resilience** – Maintains effectiveness and a positive attitude in the face of disappointment or rejection.
- **Cooperation** – Works well with others, takes time to help customers. Willingness to work with all internal partners for project success.

## GATTIHR CONTACTS

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