



Marketing Supervisor

Witmer Public Safety Group, Inc. is searching for a full time Marketing Supervisor for its fast growing emergency equipment and supply company. In addition to numerous showrooms and a specialized outside sales force, the five e-commerce websites: TheFireStore.com, OfficerStore.com, theEMSstore.com, GideonTactical.com, OurDesigns.com are powerful, brand-focused settings for our customers to experience our industry leading prices, product selection, and customer service.

Qualifications & Abilities:

- Four-year degree in Business or Marketing.
- Minimum three years previous experience in managing and executing product marketing and/or sales.
- Experience in assessment techniques of examining, questioning, evaluating and reporting marketing performance.
- Experience supervising staff.
- Must have SEO experience
- Understanding of basic marketing concepts.
- Strong Excel skills required.
- Working knowledge of latest Adobe Design Package, FTP software, Microsoft Office and HTML.
- Ability to assess, examine, question, reevaluate and report marketing performance.
- Ability to plan, organizes, communicate and direct.
- Ability to meet all required deadlines; ability to change priorities quickly as needed; ability to independently handle stress and maintain a mature problem-solving demeanor.

Responsibilities:

- Assist CMO in developing a multi-channel contact strategy designed to identify sources of new customers, convert them to buyers, and retain them as brand loyalists.
- Assist CMO in identifying, and evaluating marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and mark up factors.
- Study competitor's products and services.
- Prepare annual marketing budget for review by CMO





- Recommend modifications to marketing budget throughout the year as necessary
- Coordinate online advertising banners, product feature e-mails and other digital advertising medium
- Monitor all social media channels
- Coordinate responses to customer inquiries via social channels
- Maintain fresh content on social channels
- Keep apprised of emerging social channels and determine fit for WPSG
- Develop key marketing metrics designed to track ROI of all print and digital advertising
- Assist in managing relationships with third party marketing vendors
- Offer recommendations on web development designed to enhance the customer experience
- Supervise work of Marketing Admin, Social Media Coordinator
- Work closely with Purchasing and Merchandising Departments to ensure products are accurately represented on the websites.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

Position Type/Expected Hours of Work

This is a full-time position, and hours of work and days are Monday through Friday, 8:30 a.m. to 5:30 p.m.

To inquire about these positions, please send resume and salary requirements via the following methods:

Email: Humanresources@wpsginc.com

Fax: 888-335-9800 ATTN: Human Resources

Mail: Human Resources, Witmer Public Safety Group, Inc., 104 Independence Way, Coatesville, PA 19320

