



Marketing Generalist

Overview:

At Diamond C, our purpose is to fuel the growth and success of our team-members, customers, and community abroad. We're committed to more – more process improvements, more sustainable manufacturing, and more opportunities for our team. As the Marketing Generalist you will coordinate and develop marketing branding to deliver.

Duties/Responsibilities:

- Gathers and analyzes information to identify new markets and customers, demand for products and services, and efficacy of existing marketing campaigns and strategies.
- Conducts market research, sales forecasting, and strategic planning to assess and ensure the sale and profitability of products.
- Conducts pricing research and analysis to ensure competitive product and service pricing.
- Maintains knowledge of trends and developments in the market; identifies needs for new products and services and makes recommendations to leadership.
- Analyzes and evaluates financial aspects of product development.
- Collaborates in the development of new products.
- Composes, develops, evaluates, and conducts training on marketing activities, strategies, and policies.
- Collaborates, participates in, and coordinates promotional activities or trade shows.
- Negotiates contracts for services needed to execute a marketing strategy.
- Performs other duties as assigned.

Required Skills/Abilities:

- Excellent verbal and written communication skills.
- Excellent interpersonal and customer service skills.
- Excellent organizational skills and attention to detail.
- Strong analytical and problem-solving skills.

Apply online at www.diamondc.com/careers

We encourage and welcome applicants with any and all backgrounds, experiences, abilities, and competencies. All decisions regarding hiring, promotion, discipline, and discharge are based on qualifications, merit, and the needs of the business. We are an equal opportunity employer.