

70 Years of Building Value Into Building Products

ODL builds products that build value into your home. Designs for every taste, architectural style, and home décor. Products that bring the outdoors--natural light, fresh air--indoors. Ideas that change the game. Styles from classic to craftsman, old world to contemporary. Solutions for privacy or connection, small spaces, entryways or back porches. Decorative doorglass, transoms, sidelights, retractable screen doors, blinds between glass, severe weather doorglass, and much more.

ODL, Inc is looking for a Product Marketing Specialist for Commercial and Multifamily segment of business.

The ideal candidate for this position is an experienced and ambitious Product Marketer with a proven track record of developing programs and strategies that grow sales in the Commercial and Multifamily fenestration (windows & doors) business. He or she must have a strong business acumen along with exceptional communication skills both written & verbal.

Critical to this position is an in- depth understanding of the commercial and Multi-Family market and competition via research, analysis, and customer interaction, as well as ODL's current and needed manufacturing capabilities.

Essential Job Functions:

- Work with data analytics tools (Dodge/CMD) to identify, track and report on projects where ODL or competitive products are specified. Communicate projects to appropriate sales staff for follow up. Track status of projects by sales person to identify status and ultimately win/loss.
- Develop a thorough competitive and situational assessment of Commercial/Multi-Family within the distribution channel to identify program opportunities. Identify solutions in conjunction with channel marketing, product development and sales teams.
- Work with channel and sales management to develop product mix, price, and promotion plans that will grow sales in current and potential new product categories within the Commercial/Multi-Family channel.
- Identify and maintain a list of active architects, contractors, facility maintenance and customers that participate in the Commercial/ Multi -Family channel.
- Lead multifunctional, cross-organizational teams in development of derivative products and line-extensions that enhance the product offering to further expand market share. Use the internal NPD process to provide timely introductions.
- Manage in-house and outside resources to specify and develop collateral material.
- Evaluate competitor marketplace actions and information on an on-going basis, and effectively communicate information to stakeholders inside and outside the organization.
- Support ODL USA Commercial/Multi-Family territory managers and manufacturer's representatives in developing and executing initiatives designed to grow Commercial/Multi-Family business through webinars, product announcements and ride alongs to key customers and architects.
- Work with sales, planning, and distribution to ensure accurate and timely sales forecasts. Monitor new product sales vs. forecast and quickly react to new information to maximize service levels while minimizing inventory levels.
- Participate in development and analysis of research studies.

Candidate Requirements:

- Proactive, dynamic, creative, detail oriented, high achieving professional
- Two to Five years marketing experience, or equivalent. Work with commercial building products plus.
- Bachelor's degree with emphasis in marketing or related field

- Experience in new product introduction and cross-functional team management
- Strong analytical and project management skills essential
- Experience in windows, doors or related products a plus.
- Thorough understanding of the commercial sales cycle a plus
- Ability to effectively communicate and persuade others in a variety of settings, both within and outside the organization
- 3 Ability to provide direction and manage outside design talent
- Excellent interpersonal, verbal, and written communication skills
- Highly motivated team player, with ability to manage multiple projects and deadlines simultaneously
- Creative problem-solver, able to synthesize information quickly and make decisions
- Computer skills (Excel, PowerPoint, Word); experience with Oracle or similar ERP software helpful
- Experience utilizing Dodge, CMD, Bid-Clerk or other commercial tracking software to identify, track and disseminate projects.
- Willingness to work with a small team in a hands-on environment

Candidates for positions with ODL must be legally authorized to work in the United States. Verification of employment eligibility will be required at the time of hire.

ODL is an equal opportunity employer committed to a culturally diverse workforce. All qualified applicants will receive consideration for employment without regard to race, religion, color, age, sex, national origin, sexual orientation, gender identity, disability status or protected veteran status.

ODL offers a solid track record of growth and expansion in a highly competitive industry as well as a complete benefits package including health/prescription options, dental insurance, vision insurance, short term disability, LTD option, basic life insurance, additional life insurance amounts available including spouse and dependent child coverage through payroll deduction, flexible spending accounts and 401(k) with a company match.

Please apply via email to: human.resources@odl.com

For a complete listing of ODL Open Positions please visit <http://www.odl.com/careers.htm>