

JAE ELECTRONICS, INC.  
JOB DESCRIPTION

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JOB TITLE: Industry Marketing Manager  
REPORTS TO: Industry Marketing Group Manager  
POSITION LEVEL: exempt

DEPARTMENT: Marketing  
Supervises: None

**GENERAL POSITION SUMMARY:**

The *Industry Marketing Manager* will have responsibility to monitor, analyze, and supervise the product, market and customer development within JAE Electronics' target industries. The individual must identify and follow technology developments at key target leadership accounts within the target industries. Additionally, the individual will be responsible to manage efforts with industry standards groups. Using this information, the Industry Marketing Manager must identify trends that are developing within the industries, and recommend and execute appropriate strategic and tactical maneuvers to further penetrate the industries with JAE products.

**MAJOR ACCOUNTABILITIES:**

The primary function of the Industry Marketing Manager is to develop new business for JAE within the target industries that will benefit both JAE Electronics and the global JAE organization. This includes promotion of existing product into the industries and the development and marketing of new products for key customers within the industries.

Secondary functions include 1) providing sales support to the RSM and, 2) periodic reporting of the industries market situations for the connector industry.

**DUTIES AND RESPONSIBILITIES:**

**PER CENT**

Product Promotion & New Product Development with Customers	50
Industry Investigation / Standardization work	20
Sales Support	20
Analysis, Review, & Reporting	10

**CORE COMPETENCIES**

- 1.) Product knowledge
- 2.) Logistical knowledge of promotional efforts
- 3.) Market development skills
- 4.) PC knowledge, spreadsheets, word processing, presentation programs

**JOB REQUIREMENTS:**

Education: Business degree or degree in relevant discipline. Significant connector experience may be considered in the absence of a degree.

Experience: Minimum 7 years working experience in a Sales or Marketing position. Extensive knowledge of the telecommunications and connector industry is required.

Other: Computer proficiency required.