



JOB DESCRIPTION

TITLE: Marketing Manager, Tanks-NASA	DATE: August 2010
REPORTS TO: Director, Marketing, USWC & Gulf	LOCATION: Houston, TX

I. FUNCTIONAL SUMMARY:

- Responsible for all Tank Marketing activities in North and South America
- Management and growth of area key accounts
- Establish new customers and develop business to full potential
- Work in conjunction with regional marketing and operations directors.

II. ESSENTIAL FUNCTIONS/JOB DUTIES:

- Research/develop potential market opportunities in the region.
- Maintain current information on industry/regulatory developments
- Using publically available or 3rd party sources, maintain current competitor information, including (but not limited to) pricing, terms and conditions, new production orders/plans, equipment availability, and repositioning
- Visit existing customers on a regular basis, with actual frequency dependent upon business volumes/potential
- Contribute to TAL's weekly/monthly marketing reports
- Document all customer visits, in written form, via sales/visit reports
- Maintain and increase business with existing (and prospective new) customers
- Research/develop potential market opportunities, new applications and tank conversion areas
- Handle incoming customer inquiries - following up as necessary, with hand-off to appropriate support team
- Expand customer base within parameters of TAL's credit policy. Research thoroughly potential and current customers in order to be fully conversant with their likely equipment requirements
- Concentrate on Marketing currently available/idle equipment
- Monitor all developments that impact our customers' business, whether directly or indirectly, and circulate through the organization as appropriate (i.e. passing sales leads to other sales persons in other areas)

- Monitor and follow-up on payment performance of your specific contract accounts and if necessary, assist collections in collection of outstanding invoices
- Other responsibilities and projects which may arise

Note that regular attendance is an essential function for all TAL jobs.

III. ESSENTIAL REQUIREMENTS:

KNOWLEDGE REQUIRED:

- Minimum 2 years marketing experience required. Transportation, leasing or chemical industry experience preferred. Chemical industry contacts highly desirable
- Minimum Associate Degree in Liberal Arts/Business or related major, or equivalent work-related experience

SKILLS AND ABILITIES REQUIRED:

- Solid oral and written communication skills
- Good negotiating skills
- Ability to prioritize work load and exercise sound judgment with established TAL policies and procedures.
- Ability to travel
- Good working knowledge of Microsoft Office products including Word, Excel, and Power Point
- Focused on meeting volume/revenue targets as specified