



Marketing Manager

Full Time

South Bay Los Angeles (Carson), California

Job Description

DMF Lighting has an immediate opening for a versatile Marketing Manager who desires to grow their professional career through effective leadership and hands-on contribution across the marketing function. You'll play a key role in defining and executing marketing campaigns, including launching new products successfully into markets and support outside sales through targeted campaigns and event efforts. This is an excellent opportunity to join a dynamic and growing family business, advance your career, and hone your leadership experience across all aspects of marketing. This leadership position reports to the Director of Marketing.

Responsibilities

- Partner closely with the Director of Marketing and Creative Director to define and execute impactful traditional and digital marketing campaigns
- Work with our creative team to define digital marketing and web projects, including social media
- Track new product launch preparations and associated marketing asset development
- Manage the development, accounting, and tracking of marketing assets and sales tools
- Provide trade and sales event planning, coordination, and participation
- Assemble, and deliver new product training via web and in-person events
- Contribute as an essential leader within the marketing team
- Supervise sales development candidates

Requirements and skills

- Experienced company or agency-based marketing leader, with a minimum of 3 years management experience, leading marketing projects and people either directly or through agencies and marketing partners
- Competent written and verbal communicator with strong attention to detail... ability to personally define and create impactful marketing verbal copy and product training content
- Capable self-learner who enjoys a dynamic work environment and an on-the-job experiential learning environment
- Digital marketing experience, including SEO, SEM, and Programmatic



- Capable of working alongside our sales team both internally and in the field, including direct communications with customers to gain market feedback and develop effective channel marketing strategies and programs
- Product display and tradeshow experience beneficial
- Marketing project leadership essential and personnel supervision experience beneficial
- Lighting, architectural product, or residential consumer marketing experience beneficial
- BA/BFA/BS Degree essential (marketing, business, communications, design, or engineering preferred)
- Up to 15% travel may be required

Company Description

Our in-house R&D lab is filled with brilliant engineers always at work improving our products and inventing new ones. They understand that light is more than illumination it's what makes a space beautiful useful and ultimately livable. DMF engineers create products that deliver exceptional performance and aesthetics while also saving you time and money year after year.

That same ethos animates every part of our company from our tireless customer service to our fast, intelligent distribution. Founded 30 years ago in Southern California, today DMF is a major lighting manufacturer dedicated to pushing the limits of LED lighting technology.

DMF offers an excellent compensation package including a flexible schedule, paid vacation, healthcare, 401k, all within an energizing environment and family-like culture. Learn more at: dmflighting.com.