



Universal Compressed Air
3001 Emrick Blvd., Suite 320
Bethlehem, PA 18020 USA
Phone 610-559-7967 Fax: 610-515-0945

JOB DESCRIPTION

Marketing and Advertising Manager

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| Title/Scope | Marketing & Advertising Manager/Full-time |
| Department: | Business Operations |
| Reports to: | Sr. Manager of Business Operations |
| Location: | Bethlehem, PA |
| Date: | January 2022 |

Universal Compressed Air is a privately-owned and thriving high-technology business in Pennsylvania's Lehigh Valley focused on compressed air systems for industry. UCA brings decades of Industrial Gas expertise to Compressed Air Supply Systems (CAS). Our PIPELINE AIR™ CAS are designed, engineered, built, operated, and maintained to deliver compressed air as a utility and, in every case, an efficient, reliable, and application-tailored solution to maximize savings and optimize the end user's success.

POSITION SUMMARY

The Marketing and Advertising Manager will be a key part of the Business Operations Team that is responsible for analyzing and growing the company marketing strategy, web design and website maintenance, digital and social media, press releases, developing advertising and marketing materials, and customer proposals. The incumbent will be a key Team Member in the development and implementation of the strategic marketing direction and you will own and champion the marketing and advertising campaigns from creation through execution.

To fulfill the requirements of the position the incumbent must develop close working relationships and work collaboratively with UCA leadership, Engineering and Technology Manager, Project Managers, Project Engineers, Engineering, Procurement and Commercial Team, Customers, Suppliers, Service Providers and Contractors.

The major challenge of the position is to achieve success through working with a diverse team, developing and maintaining a close working relationship with vendors, Key Partners, and Customers to build and execute successful marketing campaigns.

PRINCIPAL ACCOUNTABILITIES

- Prepare marketing plans and strategies to promote company's products.
- Analyze existing and potential markets to gather key data for the marketing plan.
- Prepare effective proposals, presentations, demonstrations, and sales tools on market opportunities.
- Communicate effectively with the sales force on go-to-market strategies.
- Work with internal teams to achieve targeted business goals.



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- Look for improvements to the website design, keeping things current and innovative, and perform general website and IP upkeep.
- Execute digital media campaigns and gather data analytics
- Manage social media channels and perform related marketing activities.
- Write and publish company announcements and press releases.
- Develop and customize innovative marketing solutions to increase customer satisfaction and build long-term, trusting relationships within target Customers and markets.
- Work with the Business Operations team to develop proposals for customers.

JOB REQUIREMENTS

- Excellent written and verbal communication skills.
- Excellent organizational and time management skills.
- Proficient in Microsoft Office Suite and marketing-related software programs.
- Proficient with social media channels, SEO, and website design/maintenance
- Ability and willingness to travel up to 10%.
- Bachelor's Degree in Marketing or Advertising.
- 3 to 4 years or more work experience in a marketing role.
- Knowledge of compressed air systems is a plus.

COMPENSATION & BENEFITS

Along with an exciting, growth-oriented work environment, we offer the following:

- Competitive compensation
- 401K with match
- Medical & Dental
- PTO and paid holidays
- Flexible spending account