

About Kinematics:

Kinematics is the world's largest designer and manufacturer of slew rings, slew bearings and slew drives for a host of industries, with a primary focus on the renewable power industry. KMI actuators provide motion to most of the world's solar trackers and the company is at the forefront of actuation technology in this fast-growing industry. Kinematics was founded in 1995, has 350 employees globally, is headquartered in Phoenix, AZ, with sales offices in North America, Europe and manufacturing operations in Jiangyin, China and Nogales, Mexico.

Job Title: MARCOM Specialist

Reporting to: Vice President – Global Sales and Business Development

Position Location: Phoenix, AZ (preferred, remote work optional)

Position Description:

We are looking for a motivated, effective MARCOM Specialist to join our team. This person will report to the Vice President Global Sales and BD, and work with Company management and sales on strategy and implementation of a marketing strategy.

While there is a preference for the successful candidate to be based in Phoenix, AZ, Company is flexible on the home location, but some domestic travel is expected (when deemed safe) – including regular time at the Phoenix headquarters and attendance at trade shows both Nationally and Internationally.

Compensation will be a balanced package, including base, benefits, and incentives.

Joining the team specifically focused on updating and enhancing our brand, the successful candidate will be “in on the ground floor” and will work directly with Company management, owners and investors, and should expect to have growth opportunities with the Company.

Kinematics is a growing company, particularly the Phoenix headquarters. Everyone has a measurable impact on the Company's success, wears multiple hats, and is accountable for their performance. We do things quickly, with close teamwork, open communication, and have fun doing it! This position will require flexibility, creativity and agility.

Qualifications:

The candidate should have a minimum of one to two years' demonstrated success in a marketing based roll.

The ideal candidate will have a Bachelor's degree in business or marketing discipline.

In this position you will:

- Collaborate with cross-functional teams – from creative, engineering, management, and investors – to produce effective promotional materials.
- Coordinate with and manage agency partners.

- Create marketing presentations for stakeholders.
- Write press releases, white papers, and other technical content with the aid of engineering.
- Obtain necessary consent and provide final approval on all marketing collateral, products, and promotions.
- Develop schedules and maintain deadlines.
- Plan and execute trade show strategy and presentation.
- Define and execute branding and messaging.
- Maintain website.
- Create and manage marketing budget.
- Host customer events.
- Plan and maintain corporate social media presence.
- Create and implement plans to increase market share.
- Conduct market research.
- Oversee market data analysis and evaluation.

Required Skills:

- Excellent verbal and written communication skills that may include public speaking and presentations.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Strong analytical and problem-solving skills.
- Proficient with Microsoft Office Suite or related software.

Contact Kinematics:

Interested candidates should email their resume to torque@kinematicsmfg.com with the job title ("MARCOM Specialist") in the subject line. Thank you for your interest!