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**HELP WANTED**

**HELP WANTED**

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**HELP WANTED**

**Product Marketing Manager – Turf and Ornamental**

Lebanon Seaboard Corporation, a prominent leader in the landscape and golf course industry, is accepting qualified applicants for Product Marketing Manager. The professional division of LSC, LebanonTurf, takes pride in developing innovative products and services differentiating the company within a fast-paced, competitive industry. LebanonTurf is poised for growth and seeking an astute team player to join the energetic and supportive Marketing Team. The position is based in Lebanon, Pennsylvania, corporate headquarters for Lebanon Seaboard Corporation.

**Position Objective:**

Responsible to develop and implement product and marketing strategies for current and new products within an assigned product portfolio. Responsibilities include product marketing materials and communications, product position, competitive intelligence, distribution understanding, product specification, promotions design, packaging promotion design, labeling, and coordination of sales team and distribution personnel training.

**Reports to:** Director of Marketing  
**Job Dimensions and Responsibilities**

- Develop and implement "Go to Market" strategies for new and current products
- Design, develop and implement brand/product marketing materials, web promotion, trade show materials, advertising strategy and materials
- Develop and implement price strategies positioning all products for competitive success and achieving corporate volume and profit objectives
- Design and implement Market Research insuring full end user behaviors, requirements and product needs
- Develop and implement training programs and training delivery insuring leading performance of distribution and field sales personnel
- Provide annual volume forecasts for all products
- Develop product offering annually including rationalization of the offering and enhancing the offering to lead the market
- Develop and implement sales programs to achieve sales volume objectives and profit performance
- Lead annual and quarterly market plan activity
- Maintain excellent interdepartmental communication
- Develop and maintain detail reporting of sales, profit and competitive position

**Position Qualifications**

- Superior interpersonal skills required
  - 4 year degree in Agronomy, Horticulture, Turf Management, Ag Sciences or Ag Business required
  - Minimum 3-5 years of product marketing experience in similar business
  - Fertilizer/plant nutrition product management and/or product development experience desired
  - Strong marketing skills and business acumen required
  - Strong analytical, computer, web skills required: Fully capable in Word, Power Point, Excel, Access needed along with capability to learn in house systems quickly
  - Periodic travel required (Approx. 35% of the work time)
- \*Position is based at corporate headquarters in Lebanon, PA

All qualified applicants, please forward your resume and cover letter to: David Dell, Director of Marketing, [ddell@lebsea.com](mailto:ddell@lebsea.com)



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