

**MARKETING
BOISE, ID**



Dykman is all about solutions. We are enthusiastic, motivated and passionate people who absolutely love what we do. We work hard and play hard. We care deeply and we win.

Dykman is a wholesale distributor of electric motors, drives, controls, and reducers. Our team is on a mission to deliver exceptional service and we are looking for motivated people to join us.

Our Marketing team member will be responsible for developing both traditional and digital marketing strategies that support our sales team in finding customers, developing opportunities, and growing our business.

Who You Are:

- Self-motivated - committed to excellence and providing it to our customers; you take ownership in everything you do
- Tenacious - you love to roll up your sleeves, dig in, and work hard
- Agile - you're adaptive and show resilience in a fast-paced, dynamic environment
- Collaborative - you're a team player and value open communication, fun and integrity
- Technical - you're eager to learn, grow, and sell in an industrial electrical environment
- Solution-orientated - you're a good listener who can process issues and quickly problem solve
- Organized – you're able to manage many tasks with attention to detail
- Experienced – ideally well versed in marketing to industrial customers

What You'll Do:

- Develop, oversee and execute both the traditional and digital marketing strategy
- Oversee website content and development
- Explore opportunities for e-commerce within our industry
- Interact with customers to understand purchase decisions and Dykman differentiators
- Develop an understanding of market segmentation within our existing and potential customer base and how to reach potential customers
- Create Dykman print collateral
- Develop and oversee email marketing campaigns
- Partner with vendors to provide product knowledge for our team and customers
- Coordinate & schedule trade shows, road shows, and other events
- Gather input and regularly publish a Dykman newsletter



Who We Are:

- We're a wholesale distributor of electric motors, drives, controls and reducers
- Servicing various industries including: Agriculture, Oil & Gas, Water/Wastewater, Timber, Food Processing, Mining, and more
- We stock 16 million dollars' worth of inventory across our 12 warehouses, including Toshiba, Yaskawa, Siemens, GE, TECO, US Motors, Benshaw, NORD, Eurodrive, and others.
- We are a culture of "Yes," we believe that there is a "yes" with every interaction, with a colleague, customer, or vendor. We empower our teams to make that yes happen.

Job Perks:

- Paid Flexible Time Off
- Paid Holidays
- Paid Healthcare (Full-time employees)
- Profit Sharing
- Health Savings Account (HSA)
- Dykman is an EEO/W/M/VETS/DISABLED Employer
- Team oriented family-friendly atmosphere

Application Instructions:

1. Download application <https://dykman.com/wp-content/uploads/2020/06/Application.pdf>
2. "Position Applied For" = **89A - Marketing**
3. Complete & submit application and resume to employment@dykman.com
 - a. Application must be submitted to this email in order to be considered for an interview