



b Title:	Marketing Manager
Location:	Jacksonville, FL/Houston, TX
Employment Status:	Full Time
Reports To:	Marketing Director- Global Adhesives
Travel :	<5 %

<p><u>Major Roles & Responsibilities</u></p>	<p>Kraton is looking to hire a new member to join the Global Adhesives Strategic Marketing team! The role will be based in either Jacksonville, FL or Houston, Texas.</p> <p>The primary purpose of this role will be to develop and execute the marketing plan for the adhesives segments in collaboration with Sales, Operations and Technology. This role will formulate market development strategies for emerging opportunities such as flooring, sealants and reflective roof coatings.</p> <p>Key Responsibilities:</p> <ul style="list-style-type: none"> ➤ Provide daily direction, assess performance and development needs of direct reports; train, coach and mentor employees (may or may not have direct reports). ➤ Leverage cross functional or other available resources to analyze market data and insights, and make recommendations to senior marketing leadership. ➤ Either on their own or in conjunction with marketing specialist, conduct detailed primary and secondary market research relative to assigned segments. ➤ Uncover full value potential for Kraton's products in the segment and establish key areas of differentiation relative to in kind and next best alternative competition. ➤ Develop product launch plan and support Commercial teams with product launches. ➤ Distill and communicate customer feedback, especially regarding product performance and pricing, and builds plans to address gaps. ➤ Develop recommendations for market penetration, new market identification, and opportunities of unmet needs based on market segmentation, global supply/demand and trend analyses. ➤ Bring recommendations to senior marketing management for discussion relative to position in innovation portfolio. ➤ Support Marketing Communications in the execution of social media, PR, website content and trade show strategy to drive growth in assigned markets. ➤ Analyze customer and competitive data, along with macro drivers. ➤ Prepare reports providing results of marketing research and analysis. ➤ Stay current with changes and developments in customers' businesses and products through direct engagement with customers and Kraton's commercial team. ➤ Keep track of the key developing trends, including competitor activity, analyze and understand the impact to the business, and identify the new market opportunities. <p><i>The statements above are intended to describe the general nature and level of work performed by employees assigned to this classification. Statements are not intended to be construed as an exhaustive list of all duties, responsibilities and skills required for this position.</i></p> <p><i>Kraton's internal talent acquisition team manages our recruiting efforts and from time to time works with pre-selected/pre-approved external staffing agencies. We do NOT accept unsolicited resumes or candidate referrals from recruiters and/or agencies who are not pre-selected/pre-approved.</i></p>
<p><u>Skills and Experience</u></p>	<ul style="list-style-type: none"> ➤ Minimum of 5 plus years of experience in marketing strategy roles in the adhesives industry ➤ Strong collaboration skills with proven track record of working effectively with R&D, Corporate Development and Commercial Sales teams in a global organization ➤ Ability to think strategically and analytically ➤ Ability to capture relevant complex data and analyses the same ➤ Excellent computer skills, especially PowerPoint, Excel, CRM etc.
<p><u>How to Apply</u></p>	<p>Submit your resume to jobs@kraton.com.</p>



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COMPANY DESCRIPTION: USE FOR LinkedIn and other external job posting boards.

Kraton Corporation (NYSE: KRA) is a leading global producer of styrenic block copolymers, engineered polymers and chemicals derived from pine wood pulping co-products that are used to enhance the performance of end-use products that touch our daily lives. Through its Polymer segment, Kraton offers value-enhancing products that are used in a wide variety of applications including consumer and personal care items, adhesives and coatings, electronics, medical supplies, automotive components, polymer modification, compounding solutions, and paving and roofing materials. Through its Chemical segment, Kraton offers specialty chemicals that serve key adhesive, tire and road & construction end-use markets, as well as a broad range of end use applications served through its Chemical Intermediates business. Kraton offers its products to a diverse group of customers in over 70 countries worldwide.