



Job Title:	Marketing Manager
Location:	Houston – Corporate
Employment Status:	Full-time
Reports To:	Sr. Director Global Marketing
Travel (%):	< 50%

Major Roles & Responsibilities

Kraton is looking to hire a new member for our Corporate Development team. As our Marketing Manager you will be a key member of our Global Marketing team. You will be responsible for developing and executing the marketing plan for assigned market segments in collaboration with Kraton Corporation's Sales, Operations and Technology departments. We are looking for someone that has strong collaboration skills with proven track record of working effectively with R&D, Corporate Development and Commercial sales teams in a global organization.

Major Roles & Responsibilities:

- Provide daily direction, assess performance and development needs of direct reports; train, coach and mentor employees.
- 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.
- Develop communication relationships with downstream customers and utilize their voice to help build key trends and needs beyond our direct customers.

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.

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.



<u>Skills and Experience</u>	<ul style="list-style-type: none">• Minimum of 5+ years of experience in marketing strategy roles in the chemical industry or an industrial business, Polymers value chain experience• 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 analyze the same• Ability to understand and manage pricing dynamics / drivers Commercial selling experience is a plus• Approachable personality with excellent verbal & written communications skills• Excellent computer skills, especially PowerPoint, Excel, CRM etc.• MBA strongly preferred
<u>How to Apply</u>	Submit your resume to jobs@kraton.com Your privacy is important to us. For information on how we handle your personal data, please review our applicable Privacy Statement