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**Sample Job Posting Template**

**Job Title: Director – Marketing**

**About Us [*or* What Makes Our Company Special]**

*Include all the cool things about your company and what makes your firm special. As an example:*

PTDA Bearings & Power Transmission, Inc. is a small family business that believes our employees are part of the family and our company is part of the community. From our central location for the past 84 years, you may have seen us pitch in at the local food bank, sponsor a Little League team and hold a holiday open house for the community.

**Our Values**

*Explain how the position fits in the company and why it is important. As an example:*

Our mission is to keep our customers coming back and saying good things about how they were treated.

*Also, explain why this position is important to your company:*

Marketing creates the collateral that produces sales. Without targeted and enticing marketing materials (print, video, online and social media), we aren’t able to tell the whole story of our products and services. Marketing promotes our culture of customer service.

**The Job**

*List three-five tasks the person is responsible for. Use an active voice.*

You’ll have to be a good negotiator and make on-the-spot decisions to keep customers, suppliers and employees happy.

* Conduct quantitative and qualitative market research to capture market intelligence for targeted industries and markets.
* Translate strategy into initiatives that drive sales and increase brand awareness.
* Drive promotion programs and budgets.
* Establish requirements for marketing and communications materials (including, but not limited to catalogs, websites, brochures, videos and social media) appropriate for our industry.

**The Ideal Candidate**

*Describe the kind of person who would be a perfect fit for the job.*

If you’re the ideal candidate for this critical position you are able to think strategically, comfortable with making hard decisions and exhibit trustworthiness in all business relationships. You will need to be a great communicator and comfortable dealing with all varieties of people. You will be a good listener and have prior experience in managing people.

**Our Offer**

*What’s in it for them (besides the job)? For this level of position, benefits such as retirement planning and paid health insurance will probably be more attractive than time off. Remember to include benefits, especially any that you believe are unique to your company. Potential candidates are interested in salary/pay rate. You may want to consider including salary to help weed out those not willing to work for what you’re offering.*

We offer a competitive salary and benefits package including matching employee contributions to our 401(k) plan up to six percent of salary. This position includes 20 paid days off a year. Our facility is easy-to-get-to by bus, train and bicycle (there’s a bicycle path a block away) and parking is free for employees and customers in our secure lot.

*Include any other additional information that would help a candidate learn more about your company. As an example:*

To learn more about us, watch our video at youtube.com/PTDABearings.

*Close with letting the candidates know how to communicate with you. It is essential that you offer an electronic way for them to apply.*

Let us know you’re interested! Click on the link below to apply or email your resume to HR@PTDABearings.com.