



## Summa – Marketing Manager

### Company & Position Overview

#### Company Overview

Located in Indianapolis, Indiana, Summa America is part of a global company with over 50 years of experience, originating from Belgium. Summa has become a worldwide leader in delivering high-quality cutting solutions. We offer a versatile range of cutting equipment, including vinyl, flatbed, and laser cutters, serving industries such as Sign & Display, Packaging, Textile, Printing, and Apparel.

Our cutting-edge technology is trusted by companies across the globe to enhance productivity and precision, and through our extensive network of resellers, we provide expert product guidance and support.

#### Position Overview

We are seeking a proactive and creative Marketing Manager to join our team. In this role, you will be responsible for executing a range of marketing activities, including social media management, email campaigns, content creation, trade show coordination, channel marketing, and public relations. Next to that, you will also create memorable experiences for visitors to our experience center in Indianapolis. You will play a key role in enhancing Summa America's brand presence, driving engagement, and generating leads through strategic and data-driven marketing efforts, in close cooperation with the global Summa marketing team.

### Key Responsibilities

- Create compelling experiences for visitors at our experience center, managing the full visitor journey from registration to post-visit follow up.
- Plan, coordinate and manage Summa America's presence at trade shows, including logistics, booth setup, marketing materials, and post-event follow-up. Attend trade shows to represent and promote Summa products effectively.
- Team up with Summa partners to drive MDF-based co-marketing activities, including but not limited to customer events, online marketing and sales enablement.
- Design and execute targeted email campaigns to nurture leads, promote products and re-engage inactive prospects, leveraging our marketing automation platform Hubspot.
- Handle PR activities, including drafting press releases, managing media contacts, and maintaining positive external communications to strengthen Summa America's reputation.

### Qualifications & Benefits

#### Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field
- 2+ years of experience in a marketing role, preferably in a B2B environment
- Hands-on experience with email and other digital marketing platforms (e.g., Mailchimp, )
- Strong understanding of SEO best practices and experience in crafting SEO-optimized content

- Experience in managing social media platforms, content creation, and targeted email campaigns
- Analytical mindset with experience in tracking and analyzing marketing data to inform strategies
- Ability to manage multiple projects, deadlines, and priorities in a fast-paced environment
- Excellent written and verbal communication skills
- Experience with trade show coordination and attendance is a plus
- Basic knowledge of Google Analytics or other data analysis tools is an advantage

**Benefits**

- Comprehensive health, dental and vision insurance plans
- 401(k) plan with company matching
- Generous PTO, including vacation days, sick leave, and paid holidays.
- Travel opportunities to attend trade shows and industry events, enhancing your exposure and experience.

**Salary Range**

\$ 70-75k

**Location**

Indianapolis, IN