



Winchester Electronics, established in 1941, is a leader in the design, development, and deployment of interconnect technology...globally. Winchester designs and manufactures an extensive range of interconnect products, including PCB, RF, and Power connectors as well as value-added cable and electromechanical assemblies, with modern, electronically linked design, manufacturing, and distribution facilities located worldwide. Winchester Electronics has an immediate opening for a Vertical Marketing Manager - Medical Market located at our Corporate Headquarters in Norwalk, CT. This position reports directly to the Director of Business Development.

The Vertical Marketing Manager (VMM)- Medical Market will be responsible for helping to develop new business and create market awareness for a specific vertical market both domestically and internationally. The VMM will play a key role in Winchester's team selling approach as they help guide the salesforce with where to target new business within their end market and also help project manage opportunities once they are active. The VMM will be a subject matter expert regarding industry issues, economic and technological trends, competitive due diligence, and positioning and messaging for their respective vertical markets.

Essential Duties and Responsibilities:

- Intimate understanding of Winchester's capabilities, key value propositions and messaging for solutions within assigned vertical markets.
- Responsible for leading all marketing activities for assigned vertical markets, including marketing campaigns that target application niches, new product introductions, and key account management.
- Identify activities that will maximize opportunities for market awareness and demand creation for specific vertical markets (ex - end market specific trade shows).
- Analyze key market trends and requirements to help shape an overall end market strategy.
- Work collaboratively with business unit resources and the sales team to develop collateral and sales tools.
- Proactively work with sales to develop geographic specific marketing plans to support market penetration and sales objectives for the sales team.
- Routinely track and report on key sales performance indicators (through salesforce.com) for their end market.
- Assist with the development of pricing strategies and quoting activities.

Requirements:

- Bachelors degree in business, sales or marketing plus five years of experience in marketing and sales or any equivalent combination of education and experience.
- Skilled with PC's and Microsoft Office software including word processing, spreadsheet, presentation and Outlook.
- Experience with Google applications and salesforce.com a plus, but not required.
- The position requires both domestic and international travel up to 25%. The successful candidate will be willing and able to meet travel requirements.

Interested candidates should send their cover letter, resume and salary requirements to j.mcintyre@winchesterelectronics.com.

Equal Opportunity Employer: Minority/Female/Protected Veteran/Individual with Disabilities are encouraged to apply.