



# MarathonNorco Aerospace, Inc.

## Job Description

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**Job Title:** Business Unit Manager  
**Department:** Sales & Marketing  
**Reports To:** Vice President of Sales & Marketing  
**FLSA Status:** Exempt

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### SUMMARY

Plans, organizes, directs, and coordinates the profitable marketing activity for specific business unit(s). Serves directly as coordinator between internal departments to include Sales & Marketing, Accounting, Manufacturing, Engineering, Quality Assurance, and any other departments. Accountable for the management and development of a strong sales and marketing business unit team. Controls functions relative to the business unit to optimize profit and meet marketing, financial, and corporate growth objectives, by performing the following duties.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** *include the following. Other duties may be assigned.*

- Establishes marketing goals to ensure share of market and profitability of products. Organizes all phases of the Company's sales efforts for the business unit. Formulates and executes marketing/margins analysis, pricing and program strategies, both short and long range, to ensure the profit growth and expansion of business unit products.
- Researches, analyzes, and monitors financial, technological, statistical data on past trends to forecast future trends, so that market opportunities may be capitalized, and the effects of competitive activity may be minimized. Is responsible for the collection of data to facilitate and anticipate changes, in the buying habits of prospective customers.
- Achieves satisfactory profit/loss ratio and share of market performance, in relation to pre-set standards, and to general and specific trends within the industry and the economy.
- Promotes and sells the business unit's existing and new products through extensive interface with customers, division Sales Representatives and independent representatives. Develops as appropriate, selling prices consistent with customer perceived value and Company guidelines.
- Expands the existing and new products market share. Studies and evaluates new products ideas, as well as changes proposed in existing products. Maintains a pipeline of new products/projects in support of business unit growth plans.
- Measures potential and practical advantages of new products, and coordinates the activities of Marketing, Research, Development, Engineering, Manufacturing, Cost Accounting, and Quality Assurance in determining the feasibility of entering production of a new product.
- Supports product development by providing technical expertise and training, as needed. Prepares product development objectives and schedules for all phases of product development and introduction to market. Provides financial and technical justification for product selection and definition. Coordinates technical product development, estimates of potential profits, and release to production.
- Sets priorities and serves as contact between Marketing, Engineering, and Manufacturing on new and existing business unit projects. Follows through, during the initial stages of the product's manufacturing.
- Ensures effective control of marketing results and that corrective action takes place, to be certain that the achievement of marketing objectives is within designated budgets. Meets forecasted new business quotas as set at the beginning of each fiscal year.
- Prepares written proposals in support of business unit bookings, yearly income/bookings plan which support Company goals, and monthly activity reports on business unit performance, sales activity, and key metrics.
- Builds, develops and manages the business unit's Marketing, Sales, and Customer service team capable of carrying out the marketing, sales and service strategies consistent with the annual plan, and the expectations of management.
- Supports Inside and Outside Sales Representatives in evaluating inquiries, formulating proposal strategy, and

approving pricing to ensure business unit products are specified and purchased. Coordinates with appropriate personnel on follow-up of open quotations, to assure receipt of bookings in support of book-to-ship plan.

- Coordinates customer interface, assists in presentations and closing negotiations, reviews terms and conditions for liabilities on all new proposals and contracts, to ensure conformity with Company policy, and renders training and sales assistance to Sales Representatives to sell the product.
- Maintains proper utilization of time and territory management. Provides travel plans to the Sales & Marketing Director – on a 90-day rolling basis. Manages travel expenses in accordance with plan or forecast.
- Complies with and conducts business in accordance with the letter, spirit, and intent of all relevant laws and regulations, policies, work procedures, instructions; wherefore, refrains from any illegal, dishonest, unethical conduct. Maintains communications with all employees, vendors, customers and others in a cooperative and professional manner, while treating them in with dignity, respect and courtesy.
- Performs other related duties as required and may be assigned.

**QUALIFICATIONS** *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**ESSENTIAL EDUCATION, SKILLS, and/or EXPERIENCE**

- **Education:** Bachelor’s Degree in an Engineering, Marketing field, or closely related discipline; MBA preferred.
- **Work Experience:** Five (5) or more years of applied Sales Engineer/Management experience in the aerospace/aviation industries.
- Or, equivalent level of demonstrated knowledge acquired through experience and/or other training.

In addition this position requires:

- Knowledgeable of features, technical aspects, benefits and use of the business unit, and complete knowledge of selling techniques and ability to close sales.
- Excellent computer skills with strong proficiency in Windows interface, Microsoft Office package (Outlook, Word, Excel, PowerPoint, and Access), database systems, and working knowledge of ERP software.
- Excellent analytical, contract management and organizational skills with keen attention to detail.
- Strong written and verbal communication and presentation skills.
- Exceptional leadership and decision making skills.
- Preferred experience with government contracting requirements, such as FAR, DFAR, ITAR, etc.
- This position must meet “US Person” Export Control compliance requirements, as defined by 22 C.F.R. § 120.15, which includes: US Citizen, US National, Legal Permanent Resident, Asylee, or Refugee.

**TRAVEL**

- Outside travel approximately 20 – 35% of the workweek.