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**TITLE:** FTZ Marketing Manager

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**DEPARTMENT:** Foreign Trade Zone

**FLSA:**

**Exempt**

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**THIS JOB POSTING WILL EXPIRE ON OCTOBER 13, 2017**

**GENERAL SUMMARY**

Position will assist in the strategic planning, development, design and implementation of development plans for the Foreign Trade Zone (FTZ) organization, both internal and external. In this position, the FTZ Marketing Manager works with various service providers and vendors, as necessary, to implement marketing, communication and community related strategies in order to sell and market FTZ and INzone programs to the external community partners.

**RESPONSIBILITIES**

**Public Speaking & Company Presentations:** Broad knowledge of global trade, logistics, and the FTZ program is necessary. Frequent public speaking and presentations to company representatives regarding FTZ services and benefits is required. Researching private and multi-national companies and networking is necessary with CEOs, COOs, and CFOs. Frequent interaction with Local Economic Development Organizations (LEDOs) and political representatives is necessary.

**Marketing:** Responsible areas of management include: collateral materials, web content, premiums, trade shows, and special marketing events. This position also supports IND's growth strategies related to air cargo development and revenue streams/projects. Creation of the Quarterly Marketing Report that is presented to the GIFTZ Board and IAA management.

**FTZ Administration:** This position supports the administrative, accounting, and legal documents that support the business functions. Daily duties include: accounts receivable deposits, accounts payable processing, budget support, monthly variance reporting, correspondence, various reports, annual tax returns, and effectively resolving customer outreach inquiries in a timely manner.

**Customer Support & Retention:** This position supports the annual compliance check conducted with each FTZ Operator. Various customers require assistance throughout the year and special support with filing their annual FTZ Report and complying with CBP notices/regulations.

**Warehouse Management:** This is a management position responsible for assisting, as necessary, with the management of the physical warehouses (FTZ and domestic), container yard operations, and administration of FTZ #72, as well as the physical security, SOP manual, custody and accuracy of inventory records. This position would also oversee multiple areas including distribution functions such as: shipping and receiving, import/export documents, inventory control, and related data support systems. Ensures compliance with all regulations as promulgated by the U.S. Customs and Border Protection (CBP), as well as all outlined procedures.

**Required Travel & Work Schedule:** Additional duties will require frequent “day trips” within Indiana including: customer site visits, compliance audits, marketing presentations, and local conferences. The GIFTZ supports 41 central Indiana county LEDO’s. All necessary equipment, vehicles, fuel, and support items are provided.

Overnight travel in the U.S. is required to attend conferences a few times each year. This position is generally Monday – Friday, 8 am – 5 pm, however; extended hours including working weekends may occur.

Work is performed under the supervision of the General Manager with considerable latitude for independent movement and judgment. Performance is reviewed through reports, conferences, general observations, and measurements tied to strategic business objectives.

#### **COMMUNICATIONS AND INTERACTIONS WITH OTHERS**

- The public
- Customers
- Immediate co-workers
- Other department’s employees
- Immediate supervisor
- Senior managers
- U.S. Customs and Border Protection
- Suppliers & vendors
- Contractors
- Consultants
- Governmental entities
- Political appointees/mayors/town managers/boards/commissioners
- Reporters/media representatives
- Utilities
- Solicitors
- Local Economic Development Organization (LEDO) representatives

## **ESSENTIAL FUNCTIONS**

- This position is responsible for marketing the services of the GIFTZ to potential customers and the FTZ benefits to potential customers.
- Assist in the development and operation of additional profitable services and agreements, which can be offered to existing or future customers.
- Assistance in gathering data and supporting air cargo initiatives at IND.
- Supports IND cargo development initiatives.
- Create and manage all aspects of marketing the FTZ program and creation of marketing materials or oversight of vendors.
- Assist with other duties and responsibilities as assigned by the General Manager.
- Ability to function in a team environment and make a positive contribution.
- Ability to work independently and produce measurable results and communicate those results in an effective manner.
- Ability to prioritize work, multi-task, and work with complex, detailed, and confidential information.
- Strong analytical, organizational, and problem-solving skills.
- A commitment to detail, accuracy, and goal accomplishment.

## **PHYSICAL REQUIREMENTS**

- Operate forklift
- Operate small equipment, hand and power tools
- Operate computer and calculator
- Lift up to 100 pounds without assistance
- Climb ladders and stairs
- Walk, crawl, stand, sit, pull, push, bend, stoop, squat, and stretch
- Have physical dexterity and agility
- Write, talk, see, and hear

## **COGNITIVE REQUIREMENTS**

- Read and comprehend
- Comprehend, retain, and follow oral and written instructions
- Exercise good judgment
- Set priorities
- Effectively communicate
- Direct
- Listen
- Provide instructions and training

- Problem solve
- Do detailed work with minimal tolerance
- Negotiate
- Calculate
- Engage in continuous technical and management training
- Handle high stress situations
- Ability to use a telephone, fax machine, photo copier, computer, camera, and calculator
- Creativity
- Self-motivation
- Multi-task capabilities

### **WORK ENVIRONMENT**

- Work independently
- Work as part of a team
- Work extended continuous schedules/weekends
- Work inside warehouse, as well as office
- Work outside

### **REQUIRED EDUCATION, EXPERIENCE, AND SKILLS**

- B.S. in Marketing, Communications, Business or related field.
- 1-3 years marketing experience, preferably in an industrial, aviation, foreign trade related field, or other high profile organization.
- Considerable knowledge and experience using computer software programs including: Word, Excel, PowerPoint, Outlook, Publisher, Adobe, Adobe Photoshop, and Adobe Graphics.
- Considerable knowledge and experience managing social media platforms including: Twitter, Facebook, and LinkedIn.
- Knowledge and experience using Sage ACT, SmartZone Premier, and Wiz Flow preferred, but not necessary.
- Strong organizational, presentation, and management skills.
- Excellent written and verbal communication skills.
- Ability to perform all of the physical and cognitive tasks outlined in the job description.
- Knowledge and understanding of warehousing operations & equipment.
- Knowledge and understanding of CBP regulations.

- Experience with computer technology, import documents, & inventory control.
- Knowledge and understanding of global transportation and distribution.

#### **REQUIRED LICENSES, CERTIFICATES, AND CONDITIONS**

- Valid Indiana driver's license and a good driving record.
- Ability to pass the requisite airport, TSA, FAA, CBP, and ICE security checks.
- Ability to perform all of the essential functions of the job outlined without creating a direct threat to the safety of oneself or others.
- Ability to pass the requisite OSHA required fork lift certification and other required courses.

#### **SALARY AND BENEFITS**

- The annual salary for this position is \$50,000. Also included is an excellent benefits package.
- To apply click [here](#)