

MARKETING MANAGER

Our client, Longview Fibre Paper and Packaging, Inc. is a major manufacturer of value-added lightweight, multiwall and specialty kraft papers as well as solid-fiber and corrugated containers. The company operates one of the largest pulp-paper mills in North America at Longview, WA and a network of seven converting plants in four Western states. It is a leader in recycled-content paper packaging. Founded in 1927, the company is privately held, financially sound, and has superior assets and capabilities. Longview is passionate about their craft, their people, their customers, and the planet.

The Corrugated Division's modern plants produce virtually any type or size of box to package a myriad of products. The company's product mix reflects the dramatic changes in packaging in the last decade and includes high graphic direct color printing, full-color litho-laminating, specialty die cuts boxes, solid-fiber boxes, point of purchase displays, bulk-bins, triple-wall boxes and large bulk-liquid bins.

Longview has an immediate need for an experienced Marketing Manager to join their headquarters team. The Marketing Manager is accountable for developing strategies and designing and implementing comprehensive market / segment marketing plans for the corrugated division. This individual reports to the Director of Marketing and has responsibility for product, customer, and buying factors analysis and research, developing and implementing marketing strategies and plans that drive revenue, refining the value proposition, and building brand equity through market specific strategies. Responsibilities also include creating pull from the end user, communication with sales and production to build alignment, managing product life cycles, and participation in determining pricing and benchmark contracts.

Position requirements include a BS degree in business, marketing, or related field. MBA is desired. A minimum of 5+ years of B2B marketing experience and a passion for growing businesses. Demonstrated market research and analysis skills, project management skills, pricing skills, product life cycle skills, and experience developing pull strategies. Strong commitment to safety. Superior verbal and written communication skills and ability to develop credibility with diverse groups. Proficient with MS Office programs. Willingness to travel up to 15-20%. Experience in the wine/beverage and/or food/agriculture industry segments is a strong preference. Experience in packaging, a corrugated plant or paper mill is desired.

Longview is an EEO employer and offers an attractive compensation package. All interested candidates **must** register and apply online at www.longviewfibre.com/careers for Job #13.

In addition, you may also send a cover letter and resume to:

Longview Marketing
c/o MBL Group, LLC,
111 SW Columbia Street, Suite 1010
Portland, OR 97201-5844

email: employment@mblgroup.com