



## **Job Description – CONFIDENTIAL**

**Job Title:** International Sales and Marketing Coordinator      **Department:** Global Botanical  
**Location:** Golden Valley, MN      **Date Prepared:** February 5, 2019  
**Reports to:** International Business Manager

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### **GENERAL DESCRIPTION:**

The International Sales and Marketing Coordinator is responsible for overseeing MGK's portfolio of Branded Crop and Custom Solutions products for international markets. The primary focus of this role will involve project and product management for the international portfolio with the incumbent contributing generating and implementing MGK growth. A key objective of the botanical group is to globally leverage MGK's: a) technical expertise in development of new formulations meeting specific criteria, and b) marketing experience of penetrating target segments with precisely positioned MGK brands and building a strong, downstream presence in the process.

Located in Golden Valley, MN, this position will play a key role in expanding MGK's product portfolio outside the US & Canada.

### **PRINCIPAL ACTIVITIES & RESPONSIBILITIES:**

#### **Business Support – 40%**

- a. Update forecasts in the system, monitor product demand, and coordinate with supply chain to ensure adequate product availability.
- b. Support customer needs through effective collaboration within MGK functions.
- c. Collaborate with MGK Regulatory and Legal teams to ensure that appropriate registrations and contracts are implemented while maintaining timelines on priority projects.
- d. Assist with developing externally facing presentations.
- e. Attend and represent MGK at tradeshow, industry seminars, and customer sales/training meetings.

#### **Product/Project Management – 25%**

- a. Analyze product pricing and provide recommendations.
- b. Develop and analyze reports on product business performance and growth, including Key Performance Indicators and competitive benchmarks.
- c. Maintain product collateral database, and assist with the development of new collateral/presentations.
- d. Collaborate in projects and ensure milestones are identified early and that progress of projects is tracked consistently. Flag and address potential project delays with all internal and external stakeholders.

#### **Marketing – 25%**

- a. Develop and maintain a competitive product database.
- b. Keep up-to-date with relevant product and market knowledge, customer landscapes, market trends, and innovations.
- c. Assist in market research / analysis to identify growth opportunities for International product

portfolio.

- d. Support sales/marketing leads to develop multi-year market plans in collaboration with regional and functional teams.

**Additional duties as assigned – 10%**

- a. Provide support and insights to the team members.
- b. Other duties as assigned.

**QUALIFICATIONS:**

- a. Four (4) year university degree with a focus in Business, Marketing, Economics, Scientific, or Communications.
- b. Five years marketing or related experience.
- c. International business experience.
- d. Demonstrated leadership & interpersonal skills; extensive cross-functional exposure.
- e. Proven marketing, strategic, analytical and implementation skills.
- f. Successful project management and an understanding of how to manage priorities of multiple projects in a complex industry.
- g. Prior product marketing responsibility in a technical, regulated industry desired (e.g., crop protection or other life sciences field).
- h. Fluency in a foreign language a plus.
- i. Experience with Microsoft Suite, and aptitude for learning new technologies.

**TRAVEL REQUIREMENTS**

This position will require occasional travel, including international.

**Physical Demands and Work Environment (OFFICE Position):**

The physical demands and work environment characteristics described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Physical Demands include constant sitting, walking, standing, simple grasping and fine manipulation with hands; frequent bending at the neck and waist; and occasional squatting, climbing, kneeling, crawling, twisting at the neck and waist, power grasping, pushing and pulling with hands, reaching above shoulder level, lifting and carrying up to 25 lbs.
- Work Environment includes exposure to or working in or around equipment and machinery including a computer keyboard and mouse.
- Frequency Definitions: Constant = Over 40% / Frequent = Up to 40% / Occasional = Up to 10%