

# Chemical Marketing

## ORGANIZATIONAL LADDER

### Chief Marketing Officer (CMO)

Typically manages Division Vice Presidents.

### Vice President of Marketing

Typically manages from 3 to 5 Directors.

### Director of Marketing

Typically will manage the efforts of a team of Marketing Managers. Focus is usually global. Typically Communications, Advertising and/or Public Relations Managers report directly.

### Public Relations Manager

Focuses on external PR... new hires, new products, trade shows and company news announcements.

### Advertising Manager

Focuses on designing, selecting and placing advertisements and creating branding campaigns and corporate image pieces.

### Marketing Manager

Typically focuses on a full industry or a division or the whole companies marketing efforts. Often will manage a team of Market Managers and may have a Communications, Advertising and/or Public Relations Manager reporting on a dotted line. Will typically focus on a region like NAFTA, Europe Latin America or Asia. Sometimes a global role. Works very closely with top sales leadership on strategic planning and key account development and trade show efforts.

### Communications Manager

Focuses on creating advertising and PR text, corporate and financial reports, internal newsletters, training and development programs.

### Market Manager

Focuses on a niche or an industry segment and all the products that go into them. Typically will manage a team of Product Managers. Will typically focus on a region like NAFTA, Europe Latin America or Asia. Sometimes a global role. Works very closely with top sales reps and managers on client surveying and trend analysis and trade show efforts.

### Product Manager

Focuses on product pricing, availability and allocation issues. Conducts Competitive intelligence and analysis on specific products. Typically will have a few different products or a class of products to focus on.

### Market Research/ Marketing Analyst:

Focuses on conducting surveys of customers and working closely with trade organizations to identify product or application trends. Will often execute the competitive intelligence strategies developed by others.