



WALKER
MANUFACTURING CO.

5925 E. HARMONY ROAD
FORT COLLINS, CO 80528 USA
970.221.5614

Job Description: Marketing Manager

Position Overview:

Walker Manufacturing is seeking a strategic Marketing Manager to lead the future of how we generate demand for existing products and bring new products to market through our sales and service channel. This is a leadership role requiring a clear vision for how we connect with end-users through relevant content and an aligned marketing strategy.

You will be responsible for implementing a unified, disciplined, and highly effective go-to-market brand engine. Your mission is to design and execute strategies that tell a compelling brand story, inspire distributors and dealers to actively participate in marketing programs, which measurably increases the number of qualified customers engaging with the Walker brand, leading to purchasing of Walker Mowers. This position reports to the VP of Sales & Marketing.

Core Responsibilities

- **Brand Management:** Champion and maintain a consistent brand identity and message that resonates with our target audience and reinforces our values.
- **Go-to-Market (GTM) Strategy:** Design, document, and own the end-to-end GTM playbook for all new product launches, ensuring the synchronization of marketing campaigns, dealer readiness, and product availability. Work cross-functionally with internal departments to provide a seamless and clear external strategy.
- **Campaign Development:** Translate technical product features and engineering specifications into compelling, benefit-driven marketing campaigns that resonate with end-users and empower our channel partners to sell effectively.
- **Channel Enablement:** Equip distributors and dealers with the strategic messaging, marketing assets, and clear guidance they need to represent the Walker brand consistently and drive local demand.
- **Demand Generation:** Develop and manage marketing initiatives with the explicit goal of increasing qualified demo requests. You will monitor, analyze, and report on the lead funnel, from initial impression to final demo request.
- **Content & Asset Management:** Oversee the creation and distribution of a full suite of marketing assets (video, web, social media, print), ensuring they are strategically aligned with the GTM plan and campaign goals.
- **Performance & Analytics:** Establish key performance indicators (KPIs) for all channel marketing activities. Continuously measure the impact of campaigns to prove and improve effectiveness, with a primary focus on growing demo request volume that lead to sustainable market share growth.

Key Attributes

- You are a builder who thrives on bringing order and strategy to complex situations.

- You are a leader who sets high expectations and inspires participation.
- You are obsessed with measurable results and see marketing as a key driver of sales intent.
- You know how to work with and through partners, understanding that their success is your success.
- You are a storyteller who can find the compelling human benefit within a technical product.
- You believe a well-executed launch is a measure of marketing excellence.
- You are influential and derive joy and energy by inspiring others to take action and get things moving.
- You own your craft and value that ownership and accountability.
- You get satisfaction from finishing a project and the effort it takes to rally a team around a worthy cause.

Preferred Qualifications

- Proven experience in a marketing leader role with a focus on channel marketing, partner marketing, or go-to-market strategy.
- Technical expertise in digital advertising (web tools, social media platforms, video, photo, etc.).
- Excellent written and verbal communication skills; comfortable presenting in large groups.
- Demonstrated success in developing and executing marketing campaigns that drive measurable lead generation or sales growth.
- Experience in a manufacturing, B2B, or distribution-based business is highly preferred.
- Excellent ability to synthesize technical information into clear, benefit-oriented messaging.
- Strong project management skills with the ability to manage multiple stakeholders and deadlines.

Other Considerations:

- In-person work Fort Collins, Colorado
- Travel required (<25%)