

WRMCA Technical Marketing Director

To be considered for this position, please submit resume & salary history before May 15, 2007 to:

Wisconsin Ready Mixed Concrete Association
Attention: Patrick Essie
16 N. Carroll St., Suite 925
Madison, WI 53703

Or call Patrick Essie for more information at 608.250.6304.

Requirements:

Qualified applicant must possess an engineering degree or equivalent experience in the concrete construction industry.

Structure:

The Technical Marketing Director will follow the guidance of the Executive Director insofar as it does not conflict with duties assigned by the Board of Directors. Monthly reports and itineraries will be provided to the Executive Director and the Board of Directors. Special projects will be under the recommendation of the Technical Committee and the direction of the Board of Directors.

Nature and Scope:

The Technical Marketing Director primary responsibilities include understanding of ongoing advances in concrete technology; successful candidate will work with professional staff and member committees to provide technical service, technical promotion, and act as the educational liaison to members and other related organizations.

Duties (not in order of priority):

Promote the use of Ready Mixed Concrete

Provide technical service to WRMCA members

Assist all WRMCA committees and staff in matters of technical nature

Monitor technical issues with regulatory agencies such as DOT, DNR, DOC, etc. that effect the WRMCA membership

Coordinate special projects, as they relate to technical issues, on behalf of the WRMCA membership and the WRMCA Technical Committee

Serve as a liaison with the NRMCA, ACI, ASTM, WCPA, CSI and other associations as necessary in matters of a technical nature

Coordinate, conduct and co-sponsor certification and training programs to WRMCA members, contractors and other groups to promote the use of ready mixed concrete

Monitor the dissemination of technical information to ensure consistency and accuracy throughout the WRMCA efforts

Expand existing and develop new educational and certification programs such as Level II certification, NRMCA National Sales Training program, ACI Flatwork Finishing, DOT certifications, truck driver training programs, etc. to reflect the needs of our members

Assist in generating additional (non-dues) income through certification and training programs, such as ACI, WRMCA certifications and programs as applicable

To promote proper and up-to-date specifications and industry guidelines to architects, engineers, and specifiers regarding proper specifications in all regions

Maintain, expand, and promote the use of the WRMCA technical resource center

Provide articles for the WRMCA newsletter to update members on special projects, industry updates and an overview of the work being conducted by the Technical Marketing Director and the Technical committee. Provide progress reports as assigned.

Other duties as assigned.

Specific Accountabilities – Definitions of Service:

Technical Service:

The Technical Marketing Director is responsible for keeping abreast of the latest advances in concrete technology. Using this technology, he will respond to questions from members concerning cement, concrete, concrete materials, admixtures, ASTM, and ACI specifications, industry practices, mix designs, etc. Pertinent magazine and industry articles should be files for easy retrieval and distribution as the need arises.

Additionally, the Technical Marketing Director is in charge of conducting investigations into issues that affect the WRMCA membership as a group under the direction of the WRMCA Technical Committee. The Technical Marketing Director shall not be charged with investigating complaints of individual issues for individual members (i.e.: scaling driveways, low strengths, etc.) However, the Technical Marketing Director may help provide pertinent information and general resources to members to assist in their own, individual investigations.

The Technical Marketing Director will work to increase the technical competency of the WRMCA membership. This will be done through formal education seminars, promotional activities and through individual promotional and educational visits to WRMCA Member.

The Technical Marketing Director will provide articles for the WRMCA newsletter to update members on special projects, industry updates and an overview of the work being conducted by the Technical Marketing Director and the Technical Committee.

Technical Promotion:

The Technical Marketing Director is required to assist WRMCA members in making promotional calls on design professionals and government agencies to promote the use of concrete pavements, Insulated Concrete Forms and flowable fill as well as other concrete products. The Technical Marketing Director will provide information, tools and resources to the members to assist in promotion activities.

Technical Education:

The Technical Marketing Director must be able to make presentations the WRMCA members, design professionals and other concrete users. These presentations may be in the form of slide shows, workshops or demonstrations on a wide variety of subjects. They should be designed to provide practical information that can be used to solve problems, economize member operations, promote particular products, and promote correct construction practices or review codes and specifications. These presentations will be used by the WRMCA as marketing tools.

In addition, the Technical Marketing Director will coordinate and conduct ACI or similar certification programs on behalf of the WRMCA as directed by the Technical and Certification committees. These may include ACI certifications, as well as the Flatwork Finishing Certifications. Certification programs developed with the DOT may also be included.

Liaison Services:

The Technical Marketing Director will monitor issues occurring at the Wisconsin DOT, the Wisconsin legislature, ACI, ASTM and the NRMCA as necessary to promote the goals of the WRMCA membership.