

Help Wanted: Sales and Marketing Specialist at Colmec USA

Location: Trumbull, CT

Type: Full-Time

Posted: September 2, 2025

Colmec USA, a leader in innovative solutions in rubber process technology, is seeking a dynamic **Sales and Marketing Specialist** to join our team. We are looking for a motivated individual with a passion for driving sales growth and creating impactful marketing strategies to elevate our brand in the competitive tire industry.

Responsibilities:

- Develop and execute strategic sales plans to meet and exceed revenue targets.
- Identify and cultivate relationships with new clients while maintaining strong connections with existing customers.
- Create compelling marketing campaigns, including digital, print, and social media initiatives, to promote Colmec USA's products and services.
- Conduct market research to identify trends, opportunities, and competitive positioning.
- Collaborate with the product development team to align marketing strategies with new product launches.
- Represent Colmec USA at industry events, trade shows, and networking opportunities.
- Track and analyze sales and marketing performance metrics to optimize strategies and report progress to leadership.

Qualifications:

- Bachelor's degree in Marketing, Business, or a related field (or equivalent experience).
- 2+ years of experience in sales, marketing, or a related role, preferably in the industrial or manufacturing sector.
- Proven track record of meeting or exceeding sales targets.
- Strong understanding of digital marketing tools, including social media platforms, SEO, and content creation.

- Excellent communication and interpersonal skills to build relationships with clients and internal teams.
- Ability to work independently and collaboratively in a fast-paced environment.
- Proficiency in CRM software (e.g., Salesforce) and marketing analytics tools (e.g., Google Analytics).
- Knowledge of the tire or rubber industry is a plus but not required.

Why Join Colmec USA?

- Competitive salary.
- Comprehensive benefits package.
- Opportunities for professional growth and career advancement.
- Collaborative and innovative work environment focused on cutting-edge tire technology.
- Be part of a company committed to sustainability and industry leadership.

How to Apply:

To apply, please submit your resume and a cover letter detailing your relevant experience and why you're excited to join Colmec USA to info@colmecusa.com. Applications will be reviewed on a rolling basis until the position is filled.

Colmec USA is an equal opportunity employer.