



## POSITION DESCRIPTION

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**POSITION TITLE:** Associate Brand Manager – New Initiatives

**DEPARTMENT:** Marketing

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### REPORTING RELATIONSHIPS

**POSITION REPORTS TO:** Brand Manager – New Initiatives

**POSITIONS MANAGED:** None

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### POSITION PURPOSE

In conjunction with the Brand Manager, the Associate Brand Manager is responsible for the execution of the approved marketing plan, which may include but not be limited to: conducting market/business analysis, creating and routing of artwork projects, trade show logistics, development of marketing and trade promotions, and assisting with digital and PR campaigns. This individual will demonstrate excellent communication, detail orientation, innovative outlooks, detailed problem analysis, and will contribute to a positive team atmosphere.

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### POSITION QUALIFICATIONS AND JOB DUTIES

#### QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Bachelor's degree in Marketing, Business, or other related field or equivalent work experience.
2. Minimum of 3 years of experience in marketing, brand management, advertising, consumer products, e-marketing initiatives, or related field.

#### JOB DUTIES:

1. Lead the implementation and execution of marketing plan tactics, assist with the development of product positioning, campaign strategies, and market strategy insights.
2. Create, recommend, and execute overarching campaign strategies and business plans to drive sales, increase engagement and brand awareness with manager approval.
3. Lead execution of promotional programs and own tracking of ROI on trade activities per assigned publications, trade shows and distributor activity.
4. Research new vendors and capabilities.
5. Develop and maintain ROI trackers and reporting.
6. Work with Brand Manager and Sales team to lead the planning and logistics execution for all tradeshow activities including annual budget development, booth branding, booth deliverables and collateral while maintaining brand standards.
7. Interface between all departments and marketing for internal agency project requests. Collect key information and monitor from creation through completion to ensure on-time delivery.
8. Manage special projects assigned by the Brand Manager.



9. Maintain expert knowledge of Word, PowerPoint, Excel, and a working knowledge of online applications, such as Facebook, Twitter, Pinterest, Goggle Analytics, etc.
  10. Able and willing to learn new digital interfacing, such as Episerver, to support digital team with updates to the New Initiatives web and landing pages.
  11. Able and willing to work necessary hours to meet all project deadlines.
  12. Able and willing to participate in off-site projects; such as product testing, video and photo shoots.
  13. Able and willing to travel when necessary.
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## CORE COMPETENCIES

1. **Professionalism** - Upholds organizational values, demonstrates sound business ethics, works with integrity and ethically in all situations, and treats others with respect and consideration at all times regardless of their status or position. Accepts responsibility for actions, reacts well under pressure, follows through on commitments, and demonstrates consistency between words and actions.
2. **Project Management** – Completes appropriate amount of projects within the given timeframe.
3. **Diligence** –Perseveres in accomplishing tasks or objectives and maintains a sense of urgency about getting results.
4. **Develop Relationships** – Builds and maintains relationships that incorporate cooperation, trust, and respect by devoting the appropriate time and energy to facilitate business transactions. Relates to others while building credibility and rapport, communicates in an honest and straightforward manner, and maintains networks.
5. **Attention to Detail** – Completes work in a thorough and complete manner, provides detailed information, and tracks details at all times.
6. **Active Communications (Verbal, Written, Listening Skills)** – Clearly expresses ideas, information, and concerns both verbally and in written format in both positive and negative situations. Actively listens, offers full attention when others speak, gives verbal and nonverbal cues of interest, asks questions for clarification, and paraphrases to ensure understanding. Actively seeks and disseminates information from and to a variety of sources, accepts responsibility for ensuring that people have the current and accurate information needed for success, and asks questions to open channels of communication. Demonstrates group presentation skills, presents information and numerical data effectively, and actively participates in meetings.
7. **Responsiveness** – Takes action to meet the needs of others, responds timely without supervision, and minimizes delays.
8. **Productivity** - Meets or exceeds productivity standards, completes work in timely manner, and strives to increase productivity.
9. **Innovation** - Displays original thinking and creativity, meets challenges with resourcefulness, generates suggestions for improving work, and effectively presents ideas and information.



10. **Organizing & Planning** – Plans, organizes and effectively manages to maximize efficiency and productivity. Sets goals and objectives, prioritizes and plans work activities, identifies specific action steps and resources, anticipates problems and develops contingency plans.
11. **Problem Solving & Decision Making**– Able to identify problems, solve them, and show good judgment by isolating causes from symptoms, gathering information from a variety of sources, compiling information and solutions, involving others as appropriate, readily committing to action, and making decisions that reflect sound judgment in a timely manner. Able to identify and choose between multiple options, work well in-group problem solving situations, understand consequences of potential decisions, and support and explain reasoning for decisions.

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#### PHYSICAL DEMANDS

1. Must be able to remain in a stationary position 50% of the time.
2. Must be able to bend, climb stairs, and continuously stand or walk 25% of the time.
3. Must be able to occasionally move within the office to access file cabinets, office machinery, etc.
4. Must be able to lift 10-20 pounds (for example: packages, copy paper boxes, etc.)
5. Must be able to communicate effectively by listening and also in both written and verbal forms.

#### WORK ENVIRONMENT

1. Generally, works in an office environment but may occasionally be required to perform job duties outside of the typical office setting.
2. This position regularly requires large amounts of time to be spent using and viewing computer screens and equipment, which generally entails regular and repetitive motions.
3. May occasionally be exposed to fumes, airborne particles, or chemicals. All safety procedures should be adhered to in each of these situations.

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*I acknowledge that the provisions of this job description have been read and are understood. I understand that the position responsibilities can be altered and/or changed at any point in time with or without advanced notice.*

Employee Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Manager Signature: \_\_\_\_\_

Date: \_\_\_\_\_



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