



POSITION DESCRIPTION

POSITION TITLE: Director of Marketing, Professional Products
DEPARTMENT: Marketing

FLSA STATUS: Exempt

REPORTING RELATIONSHIPS

POSITION REPORTS TO: Senior Director of Marketing
POSITIONS MANAGED: Brand Manager, Marketing Manager, Associate/Assistant Brand Manager and/or Marketing Coordinator

POSITION PURPOSE

This individual is responsible for leading the brand team to develop and implement strategic marketing business plans for assigned, brand(s) and channel(s), execute an approved brand marketing plan. Responsibilities specifically focus on leading business and competitive analysis and complete day-to-day business activities with the goal of driving sustainable sales growth, increased brand awareness and support for all current and future product offerings. The Marketing Director, Professional Products will interface with various departments nationally as well as globally including Sales, Product Management, Supply Chain/Operations, Finance, Tech & Training and R&D. This person is also responsible for contributing to a positive work environment.

POSITION QUALIFICATIONS AND JOB DUTIES

QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. 8+ years of experience with brand management, marketing, sales, advertising, and/or digital/internet
 2. Bachelor's degree in Marketing/Business or another related field required.
 3. Previous B2B marketing experience
 4. Position requires core competencies of analysis, creativity, vision, communication and leadership, ability to drive change, and an innovative outlook
 5. Candidates with proven experience in building supply industry will be given priority
 6. Required to have an extensive working knowledge of digital marketing including but not limited to website design, e-commerce, social media, display advertising, mobile efforts and SEO
 7. Global work experience is preferred
 8. Ability to work autonomously
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JOB DUTIES:

1. Develop, recommend and implement strategic business plans for assigned brands, customers and channels, serving as the brand owner to ensure consistency across all consumer-facing materials, (packaging, websites, in-store POS, advertising, etc.)
2. Gain an understanding and expertise of the Bona business across all channels and customers. This includes the Global regions and the Retail market plus all new vertical channels and

Director of Marketing, Professional Products

customers. Use this expertise and understanding of the relation of each channel and customer impact on the Bona brand to ensure consistency, impact and management.

3. Execute strategic and tactical market/marketing analysis to define growth opportunities within defined segments, products and channels, to include creation of program concepts, promotional activities, themes, graphic designs all in compliance with Global Corporate Visual Identity (CVI) and Brand Visual Identities (BVI).
4. Responsible for tracking and managing P&L goals along side the Sr Director of Marketing.
5. Design rolling marketing plans in support of Go-To-Market Strategies and channel/customer/product/Brand support, by aligning with all internal departments and supporting efforts to deliver all products and marketing support on time and on budget.
6. Partner with Product Management teams to ensure delivery of all marketing and branding support, packaging and merchandising, coordinating development of all USP's and key F&B's, for all current and new product and service offerings.
7. Know the Customer. Know the Market. Utilize research and business data/analytics to understand all competition, channels, consumer segments, contractor segments and overall industry trends. Deliver powerful consumer and customer insights to facilitate continued brand growth through the NPD cycle specifically focused on the front-end idea development and validation.
8. Partners with Creative Team, PR Manager and Digital Marketing Manager(s) to drive Bona's online presence via our digital platforms and social media
9. Target market knowledge and analytics. Obtain and manage a deep understanding of Bona's current and any new contractor target groups across all business channels. Develop and track metrics to evaluate the effectiveness and ROI in reaching those key targets.
10. Drive communications of all programs internally and externally for full transparency to the organization, both domestic and global, while building strong relationships to support the role and role of the marketing team.
11. Manage employees, providing day to day support, training, planning, mentorship, conducting performance appraisals, discipline if necessary and proper delegation and assignment of workloads.
12. Maintain a strong working and mentoring relationship with the Retail Marketing Brand Team in efforts to ensure brand consistency across the entire Bona business and coordination of all efforts across channels to minimize duplication of efforts and maximizing use of marketing dollars and tactics.
13. Tracking and reporting, analysis for ROI of all dollars spent
14. Strong conceptual thinking, understanding of marketing & branding strategy and ability to produce out-of-the-box collaterals, labels, packaging, brochures, ads and campaigns are a must.
15. Able and willing to work necessary hours to meet all project deadlines, travel when necessary.
16. Other Duties- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

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. **Attention to Detail** – Completes work in a thorough and complete manner, provides detailed information, and tracks details at all times.
3. **Adaptability** – Utilizes a flexible approach or method to best match the environment, situation, or person. Manages competing demands and is able to adapt quickly and positively to frequent changes, delays, or unexpected events.
4. **Project Management** – Completes appropriate amount of projects within the given timeframe.
5. **Diligence** – Perseveres in accomplishing tasks or objectives and maintains a sense of urgency about getting results.
6. **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.
7. **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.
8. **Responsiveness** – Takes action to meet the needs of others, responds timely without supervision, and minimizes delays.
9. **Productivity** - Meets or exceeds productivity standards, completes work in timely manner, and strives to increase productivity.
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.

12. **Results Oriented** – Maintains an appropriate focus on short and long term goals, outcomes, and accomplishments, conveys a sense of urgency to make things happen, and displays a sense of urgency about getting results. Motivated by achievement and persist until the goal is reached.
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Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS

1. Must be able to remain in a stationary position 25% of the time.
2. Must be able to bend, climb stairs, and continuously stand or walk 75% of the time.
3. Must be able to physically run all manufacturing equipment and machines within the plant.
4. Must be able to position self to reach all areas of machine, including under and above (requires bending, squatting, crawling, climbing, reaching).
5. Must be able to lift and carry 15-25 pounds and frequently move equipment weighing up to 50 pounds.
6. Requires the use of hands for grasping and fine manipulations
7. 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. Position will office in plant production facility.
2. This position also requires some amount of time to be spent using computer equipment, which entails regular and repetitive motions.
3. Generally, works in a manufacturing environment but is also required to perform job duties in a typical office setting.
4. This position regularly requires large amounts of time to be spent using manufacturing equipment, which generally entails regular and repetitive motions along with exposure to loud noises. All safety procedures should be adhered to in these situations.
5. This position also requires some amount of time to be spent using computer equipment, which entails regular and repetitive motions.
6. Will regularly be exposed to fumes, airborne particles, or chemicals. All safety procedures should be adhered to in each of these situations.
7. Subject to working near moving parts of heavy machinery and high voltage equipment where use of appropriate safety equipment is required.
8. Work includes indoor and outdoor environment during possible adverse weather conditions.

Salary/ Wage Range \$100,000-130,000k

Compensation for the role will depend on a number of factors, including a candidate's qualifications, skills, competencies and experience and may fall outside of the range shown. Bona offers a competitive total rewards package, which includes a 401k match, Open PTO, healthcare coverage and a broad range of other benefits. Learn more at

<https://us.bona.com/companyInfo/work-at-bona.html>

SIGNATURES

This job description has been approved by all levels of management.

Manager Signature: _____

Date: _____

Human Resources Signature: _____

Date: _____

The employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

Employee Signature: _____

Date: _____

Bona US is an at-will employer. Therefore, both the employee and the employer retains the option of ending the employment relationship with the Company at any time, with or without notice or cause. Neither this document nor any other oral or written representations may be considered a contract for any specific period of time.