



POSITION DESCRIPTION

POSITION TITLE: Senior Brand Manager
DEPARTMENT: Marketing

FLSA Status: Exempt

REPORTING RELATIONSHIPS

POSITION REPORTS TO: Director of Marketing
POSITIONS MANAGED: Associate Brand Manager(s)

POSITION PURPOSE

The Senior Brand Manager is responsible for developing consumer focused marketing plans for Bona's homeowner segment. This individual is responsible for leading the daily execution of the brand plan while interacting with members of the marketing team, which include, Creative, Social Media and Communications. This person must utilize project management and communication skills to align all brand objectives. Additionally, the Senior Brand Manager will interface with various departments including Sales, Product Management, Project Management, Finance, R&D and our global counterparts to ensure successful and sustainable sales growth and will contribute to a positive team atmosphere.

POSITION QUALIFICATIONS AND JOB DUTIES

QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Bachelor's degree in Marketing, Business or other related field required, with experience in retail and consumer goods preferred. (MBA with emphasis in Strategy, Marketing or Research a plus)
2. Minimum of eight to twelve years' experience in brand or product management, marketing, sales or digital/social marketing. Experience in consumer products and retail channels a plus.
3. Thrive in a dynamic environment; the candidate must be able to deal with and incorporate feedback from multiple business functions with the perspective of continuous improvement.
4. Self-starter, initiative, flexible, resourceful, adept at dealing with ambiguous situations.
5. Previous experience managing employees is preferred.

JOB DUTIES:

1. Develop marketing strategies, plans, and programs that build brand equity, create growth, and drive product development. Create or manage marketing mix including product positioning, packaging, placement, and promotions.
2. Develops consumer and trade brand marketing programs and initiatives to deliver against the brand's annual volume & profit targets.
3. Ensure all promotions reflect the individual brand personality and strategies, while aligning with overall company goals.
4. Analyze sales data and market research in order to update the brand portfolio, determine new product opportunities, and eliminate underperforming products
5. Manage the retail marketing budget, evaluate return on investment, and analyze key performance metrics as a way to measure the impact and effectiveness of marketing programs

6. Monitor and analyze competitive industry activity, market conditions, customer research, and best practices
7. Collaborate with internal and external partners on the development of creative deliverables across consumer touch-points: digital/social media, packaging, and point of sales. Build strong multi-agency partnerships
8. Lead and work with cross-functional teams, including product management, sales, finance, supply chain and R&D
9. Developing people, providing positive and constructive feedback, and placing the right people in the right places to ensure the team is aligned for success
10. Develop mutually beneficial, respectful, and effective relationships with peers to ensure seamless coordination between departments, maximize synergy, and maintain a shared vision, strategy, and focus.
11. Able and willing to work necessary hours to meet all project deadlines, travel when necessary.
12. 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. **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. **Innovation** - Displays original thinking and creativity, meets challenges with resourcefulness, generates suggestions for improving work, and effectively presents ideas and information.

9. **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.
10. **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.
11. **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.
12. **Customer Orientation** – Views the organization through the eyes of the customer, anticipates and meets customer needs, solicits customer feedback to improve service, responds promptly, and effectively manages difficult or emotional customer situations.

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 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.

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.