



POSITION DESCRIPTION

POSITION TITLE: Associate Brand Manager – Retail

FLSA STATUS: Exempt

DEPARTMENT: Marketing

REPORTING RELATIONSHIPS

POSITION REPORTS TO: Director of Marketing- Retail

POSITIONS MANAGED: None

POSITION PURPOSE

The Associate Brand Manager is responsible for working with the Brand Manager- Retail to execute the approved marketing plan for Bona's Retail product line. Responsibilities will include conducting market/business analysis, creating and routing of artwork projects, and online review management/analysis. This position regularly requires the Associate Brand Manager to manage the development of marketing and trade promotions, as well as, assist with digital and PR campaigns. This individual will also be responsible for coordinating trade show logistics and contributing 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 or equivalent work experience.
2. Minimum of 3-5 years of experience in marketing, brand management, advertising, e-marketing initiatives, or related field.
3. CPG experience highly preferred.
4. Excellent verbal, written and interpersonal communication skills.
5. Must demonstrate excellent communication, detail orientation, innovative outlooks, detailed problem analysis.
6. Must be flexible, possess strong prioritization and time management skills and have the ability to work within a fast-paced, deadline-driven environment.
7. Ability and willingness to work necessary hours to meet all project deadlines.
8. Required to have an extensive working knowledge of PC functions and Microsoft Office programs including: Word, Excel, Outlook, PowerPoint, etc.
9. Experience with BazaarVoice or other review management systems a plus.
10. Experience with Salsify or other content service provider systems a plus.
11. Experience with InRiver or other product information management systems a plus.

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.
4. Research new vendors and capabilities to improve program efficiency/effectiveness.
5. Work with 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.
6. Manage internal creative project requests for retail marketing. Collect key information and monitor from creation through completion to ensure on-time delivery.
7. Review and analyze online reviews for product improvements, such as BazaarVoice.
8. Maintain/develop product pages on bona.com website.
9. Manage content within content service provider/PIM systems such as Salsify and InRiver.
10. Manage special projects assigned by the Director of Marketing - Retail.
11. Maintain expert knowledge of Word, PowerPoint, Excel, and a working knowledge of social networks, Google Analytics, etc.
12. Able and willing to work necessary hours to meet all project deadlines.
13. Able and willing to participate in off-site projects; such as product testing, video and photo shoots.
14. Able and willing to travel when necessary.
15. 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** – Consistently completes projects on-time and on-budget.
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.
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.

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, product sample, etc., sometimes in tight spaces.
4. Must be able to lift 10-20 pounds (for example: packages, copy paper boxes, etc.)
5. Must be able to communicate effectively 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 low levels of fumes, airborne particles, or chemicals from product testing. 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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