



JOB OPPORTUNITY

DATE: February 6, 2017
POSITION: Marketing Specialist
DEPARTMENT: Sales/Trade Marketing

Leads the planning, development, and implementation of marketing strategies and promotional activities within the Retail Mass Market channels. Works with sales partners to align channel strategies with account goals toward the achievement of profitable sales by gaining new distribution and strengthening existing distribution.

ESSENTIAL JOB FUNCTIONS & RESPONSIBILITIES:

- Identifies channel specific product, promotion, and merchandising opportunities. Represents the needs and perspective of the assigned channels at internal planning, package design and product launch discussions.
- Collaborates with sales partners to refine annual channel/account goals, and implement sell-in and sell-through support plans for promotional opportunities.
- Coordinates development of channel and account marketing support. Collaborates with the Creative Services team on the development, production and project management of marketing materials including POP displays and signage, promotional efforts, consumer campaign integration, tradeshow elements and marketing programs. Helps manage budget for channel marketing promotional activities.
- Develops channel specific product positioning and messaging. Integrates it into impactful account presentations, detailed and strategically relevant creative briefs, and compelling point of purchase communication.
- Maintains up to date knowledge of current trends, customer profiles, customer assortments, industry news, and competitive landscape for the assigned channels. Maintains and updates Customer Snapshot Portfolio.
- Facilitates new item set up and internal execution for support plans. Maintains planning and reference tools including Trade Promotional Calendar and Retail Distribution Grid.
- Teams with sales partners to attend and deliver meaningful presentations at customer meetings.
- Works with Marketing Research on regular monitoring of POS trends, measurement of promotional performance, line optimization, and industry analyses.
- Acts as central contact for all departments for day-to-day marketing support and information on channel-specific projects and products as needed.

EDUCATION, EXPERIENCE & SKILLS REQUIREMENTS:

Bachelors degree plus 3 to 5 years of previous marketing experience in a consumer products environment. MBA preferred. Strong verbal and written communication skills, with a proven track record of influencing decision making. A high degree of accuracy and excellent proof reading skills are essential. PC literate with a working knowledge of the Microsoft Suite of software.