



JOB OPPORTUNITY

DATE: February 24, 2017
POSITION: Marketing Specialist, *Office Super Stores*
DEPARTMENT: Sales/Trade Marketing

Partners with Sales Manager in the planning, development, and implementation of marketing strategies and promotional activities within the Office Super Store channel. Helps ensure successful new product launches and alignment of goals toward the achievement of profitable sales by gaining new distribution and strengthening existing distribution.

ESSENTIAL JOB FUNCTIONS & RESPONSIBILITIES:

- Applies understanding of corporate objectives, brand and marketing strategies, industry dynamics and customer landscape into development of channel specific product positioning and messaging. Integrates it into impactful account presentations, detailed and strategically relevant creative briefs, and compelling point of purchase communication.
- Collaborates with sales partners to refine annual channel/account goals, and implement sell-in and sell-through support plans for promotional opportunities. Recaps and tracks all sales promotions.
- Provides project direction and coordinates with Creative Services and Purchasing teams on the development, production and project management of marketing materials including POP displays and signage, promotional materials, tradeshow elements and advertisements.
- Facilitates new item set up and internal execution for launch support plans. Develops thorough working understanding of customer vendor websites for POS analysis, inventory management, and new product set up functions.
- Identifies opportunities and implements plans for optimizing product, promotion, and merchandising including digital product content and imagery, catalog/print assortments, and retail planograms and displays.
- Helps manage budget for channel marketing promotional activities.
- Maintains up to date knowledge of current trends, customer profiles, customer assortments, industry news, and competitive landscape for the assigned channels. Updates planning and reference tools including Customer Snapshot Portfolio, Trade Promotional Calendar, and Retail Distribution Grid.
- Coordinates with regional sales managers and the contract field sales organization in the planning, support, and communication of promotional efforts including sampling and field advertising campaigns.
- Teams with sales partners to attend and deliver meaningful presentations at customer meetings. Represents company at trade shows and events.
- Works with Marketing Research on regular monitoring of sales trends, measurement of promotional performance, assortment 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. Represents the needs and perspective of the assigned channels at internal planning, package design and product launch discussions.

EDUCATION, EXPERIENCE & SKILLS REQUIREMENTS:

Bachelor's 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.