

Job Title: **Marketing Manager**

Reports to: **Marketing Director**

Position Overview:

The Marketing Manager is responsible for managing day to day marketing operations from preparing strategic business planning decks to retailer presentations. Responsibilities will also include coordination of all consumer market messaging from packaging and website to press releases and other responsibilities as assigned.

Essential Functions and Responsibilities:

- Support the Director of Marketing in preparing marketing communications and information highlighting product promotions, retailer presentation decks, ad hoc decks and business reviews
- Establish and maintain strong working relationships with overseas colleagues
- Develop and foster relationships with mass retailers
- Foster synergetic relationships with external agencies (PR, Ad, Digital)
- Prepare and analyze product performance and competitive market data (ex: NDP)
- Managing and updating the content of e-commerce and extranet websites
- Work in collaboration with the Director of Marketing on licensing contracts
- Work with cross-functional departments (sales, consumer services, product development, accounting)
- Develop trade and consumer campaigns and messaging.
- Assist with event and trade show marketing.
- Perform other duties as assigned

Position Qualifications:

- Must have prior experience in working with mass retailers
- Must have successful track record of working with external agencies (PR, Advertisement, Digital)
- Must have prior experience in working with licensors in consumer product category
- Must have excellent verbal and written communication skills
- Experience developing integrated marketing solutions such as TV, print, online, etc.
- Candidates must be well organized, passionate, flexible and able to handle a broad range of responsibilities as well as possess a can do attitude
- Strong computer skills including Microsoft Word, Excel, Power Point, and Lotus Notes
- BA or BS is strongly preferred

EOE