

# Express Professionals

6/26/13

## Position: Vice President of Marketing

Pay Range: \$110,000+

### Job Description:

Lead and communicate consumer brand strategic marketing direction for the organization, with an intense focus on new and existing products in all Tier segments. Spearhead innovation through consumer market research and product ideation. Steer brand marketing, product development, and consumer affairs teams with clear vision and communication to hit timelines and deliverables on a timely manner.

### Duties and Responsibilities:

1. Marketing member of the executive management team
  - a. Provide key insight into market conditions, consumers and competition to help drive strategic direction
  - b. Represent the voice of the consumer through data and consumer market research
  - c. Challenge the team and the status quo
2. Marketing Leader
  - a. Set the tone for expectations for the company and marketing team by leading by professional example on effort, actions, thoughts, and results
  - b. Provide leadership, mentorship, and training to entire marketing staff with positive conditioning and rewards
  - c. Create an environment to welcome individuals who challenge the status quo through insight into the consumer, products, competitors, and customers
  - d. Clearly understand and communicate the importance of consumer based decisions to all aspects of marketing – from brand to product to consumer affairs
3. Clearly communicate and ensure execution of all marketing aspects of the strategic business plan
  - a. Accountable for staff with the responsibility of the strategic direction for both existing and new products
  - b. Set priorities, accountabilities, and ensure that all activities match the direction of the strategic business plan
4. Work with Sales Leadership to ensure marketing and sales are working as a single unit
5. Work with Sales to drive brand and market growth with major customer initiatives
6. Ensure all new products and product improvements launch in a timely manner
7. Identify consumer gaps for innovations through data, consumer insights, internal-derived insights, and qual/quant consumer market research
8. Ensure that supply chain is clear, integrated, and understands the needs and the direction of all existing and new products
9. Work closely with the CEO to ensure experience in product insights are melded with the new focus on consumer
10. Other duties as assigned

### Education and Work Experience:

1. BS in Marketing/Public Relations or 7–10 years experience in sales/marketing or similar heavily focused customer service environment; MBA preferred
2. Must have supervisory experience, including such areas as personnel development and evaluations with marketing and technical teams
3. Must have 3 + years in Consumer Packaging Goods (CPG) experience
4. Must have direct experience in methodology, design, and execution of consumer marketing research

### Knowledge and Skills:

1. Must have effective ability to prioritize multiple and often conflicting tasks
2. Must have ability to work within budgetary guidelines and constraints
3. Must have ability to work within clearly defined goals and objectives
4. Must have can-do, customer service attitude
5. Must be able to clearly communicate strategy, goals, and objectives to all aspects of the organization