

**Position: MARKETING ASSOCIATE**

Pay Range: \$40,000-50,000

**Job Description:**

Responsible for the execution of the brand's integrated marketing plan, assisting in new product development, supporting the brand manager and brand initiatives, assisting in the development of sales/ marketing / product training collateral, and consumer and competitor analysis.

**Duties and Responsibilities:**

1. Execute annual consumer and professional marketing plan in support of strategic goals and objectives.
2. Manages annual marketing budget.
3. Analyze and provide insights on the market, new products, competitors and promotions utilizing syndicated, point-of-sale, and other data.
4. Assists in day-to-day management of external agencies and related programs.
5. Participate in the creative development process and execution of all advertising or other promotional campaigns including writing creative briefs that define the project scope and needs.
6. Collaborates with Design Team on the development of new products and product improvements including packaging design.
7. Assists in market research, competitor analysis and promotional analysis
8. Coordinates and executes research for both the consumer and professional market
9. Communicates marketing updates and data analysis to Management Team
10. Aids in the development of sales tools, product presentations and training presentations used to retain or gain new product distribution
11. Supports sales by providing customer specific analysis and marketing updates
12. Participates in market visits and assists in team planning and review meetings
13. Performs other related duties as assigned

**Education and Work Experience:**

1. Bachelor's degree in Business Administration, Marketing or related field; MBA preferred
2. Two years experience in Sales/Marketing or related area
3. one to three years experience in category management, CPG, or related experience

**Knowledge and Skills:**

1. Demonstrated leadership and team skills
2. Independent analytical and problem solving skills; exposure to basic statistical analysis
3. Project management experience in scheduling and coordinating projects involving multiple tasks, milestones, groups and abilities in traditional and web-based platforms
4. Must be flexible, dependable, accurate and highly organized
5. Ability to set priorities and to adapt to changing situations quickly
6. Excellent multi-tasking skills
7. Excellent communication skills with proactive, amiable personality
8. Consumer focused
9. HTML, CMS, SEO, and Web Hosting experience a plus