



ASSOCIATE BRAND MANAGER, BLUE LIZARD

Job Purpose Statement

This position works in close partnership with the marketing team and the Executive Director of Marketing in the definition and execution of the strategy for the brand marketing plans. This will include the ownership of brand projects, communications development, brand budget, and the day-to-day business activity for a young, extremely high growth brand.

Main Accountabilities

- Assist in the development and execution of plans to deliver growth and profit targets.
- Develop highly effective channel specific strategies that drive market share growth goals across channels.
- Assist in the integrated marketing plan development including leading specific programs.
- Deep understanding of the competitive and customer environment including share analysis.
- Manage an AP&G budget.
- Support Brand team with strategic development.
- Support and champion our brand strategy, marketing principles, and organizational values.
- Lead, manage, and motivate cross-functional team to accomplish brand goals, objectives, and key initiatives.
- Develop annual and long range brand plans and assist in the preparation of the presentation.
- Assist in development of customer presentations and brand tools for customer development.
- Identify and mobilize needed resources to accomplish brand/project goals.
- Prepare and interpret market research analysis.
- Analyze and forecast results and trend.

Job Related Qualification/Skills

- Bachelor's degree (BA) from a four-year college or university or equivalent in marketing or related field. MBA strongly preferred.
- 1-2 years' experience in Brand Marketing, preferably CPG, with familiarity in brands driven by a health care recommendation.
- Strong analytical skills.
- Understanding of digital and social media.
- Clear demonstration of successful, consistent delivery to the business.
- Clear demonstration of project management & leadership skills.
- Experience/ability leading or working with agencies and media partners.
- Experience and understanding working with different customer channels.
- Proven record of drive and initiative with outstanding interpersonal and communication skills.
- Ability to operate in an unstructured, dynamic environment, and to provide innovative approaches in a team-based structure.



Key Requirements

- Ability to operate effectively in a less structured environment.
- Strong bias for action & accountability both for self and others.
- Growth and competitive mindset.
- Strong interpersonal and communication skills.
- Analytic capability to manage and forecast volume, address business issues, chase business opportunities and make strategic recommendations.
- Not afraid to dig into the details, question where appropriate and look for opportunities.
- Creativity in problem solving and communication development.
- Strong digital/social media knowledge.

Schedule

Attendance at company-sponsored meetings is required. Some meetings or meeting-related travel may occur during evening or weekend hours. Travel is estimated at 25%.