

Title: Brand Marketing Manager

Reports To: VP Marketing

Department: Marketing

Classification: Full-Time/Non Exempt

Position:

The primary responsibilities of the Brand Marketing Manager is to manage the GTM (Go to Market) Strategy. This spans from product creation insights all the way to Designer and Consumer facing campaign management. The Brand Marketing Manager role is the hub between product, sales and marketing.

Key Responsibilities:

- Brand Plan Development - develop a plan that achieves company targets. This will include, but is not limited to, advertising, program/promotions, and research. Must be able to work collaboratively with agencies/vendors and internal resources to drive superior market results.
- Program management and execution - manage the day-to-day logistics of the brand programs. Owns timeline management, budget, and program analysis.
- New product development – utilize consumer-driven insights to drive long-term growth of the brands. Translates insights into profitable product innovations. Develops selling proposition and sufficient launch support plans to Independent Designers.
- Market Analysis - provide consumption based data analysis for the brand. Provide insight and support to the enterprise to better understand market trends and dynamics. Also, identify opportunities in markets where there are unmet needs.
- Business Forecasting/Results - work with sales, demand planning, and merchandising to generate accurate volume forecasts.
- Sales – provide the sales organization with presentation materials for Designer presentations using category management best practices.
- Digital – partner with Digital team to develop comprehensive online strategy.
- Communications – partner with Communications and Contact team on positioning and oversee MarCom Strategy.
- Initiate and manage strategic projects to drive off peak growth.
- Work collaboratively to plan and execute the annual marketing calendar, creative vision and lead key brand building and marketing projects on time and on budget.

Skills:

- Cross functional collaboration
- Works well in teams
- Strong leadership skills
- Ability to drive multiple projects forward
- Excellent written and verbal communication skills
- Strong research and analytical skills

Requirements:

- Bachelor’s degree in Marketing or related field preferred.
- Five + years of work related experience

- Strong written, verbal, organizational and analytical skills.
- Ability to manage many comprehensive projects at one time and interact with all levels of management.
- Proven project management skills, meets deadlines, and demonstrated ability to work on multiple projects simultaneously.
- Comfort with CRM software
- In-depth understanding of the company's current products and future concepts
- A willingness to listen
- Ability to think creatively and innovatively
- Budget-management skills and proficiency
- Professional judgment and discretion that comes from years of experience in the field
- Analytical skills to forecast and identify trends and challenges
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.

While performing the duties of this job the employee must be able to sit continuously to perform essential job functions throughout the entire shift. May require walking primarily on a level surface for periodic periods, throughout the day. Requires interacting with others, interpreting spoken messages, constant keyboarding, sitting, hearing and talking are required. The employee will occasionally stand and walk, and infrequent bending at the waist, twisting of the upper body, kneeling, being mobile on even surfaces, squeezing and crouching are also required. Requires infrequent lifting and carrying of 1-25 pounds.

This position description is not intended to be and should not be construed as an all-inclusive list of responsibilities, skills or working conditions associated with this position. While this description is intended to accurately reflect the position's activities and requirements, management reserves the right to modify, add or remove duties as necessary.

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