

Position Description

Position Title:	Brand Manger
Reports To:	Executive Director, Brand Management
Department:	Brand – Brand Management
FLSA:(Exempt/Non-Exempt)	Exempt
Band/Level:	Manager

Position Summary

The Brand Manager will oversee product development, inventory management, product pricing and reporting analytics for the brand s/he manages. Working with the Executive Director, the Brand Manager will to help drive a strategic agenda for the brand which supports significant growth. The Brand Manager is responsible for the day-to-day management of brand related activities. The Brand Manager helps to identify and drive sales and marketing initiatives, supporting Loyalty marketing efforts across all channels.

Duties and Responsibilities

Product Development

- Manage product development activities for the brand ensuring that timelines and key operating targets are achieved to support introduction of new and reformulated product.
- Manage product discontinuations and clearance efforts.
- Manage the inventory projections process.
- Assist in the Product Review process.
- Build and maintain relationships with our doctor(s). Help ensure their recommendations, voice, and knowledge are leveraged and represented properly across all areas of the business.

Marketing Execution

- Partner with the Marketing and Creative teams to develop marketing collateral that delivers a compelling value proposition to current and prospective customers which is consistent with overall brand guidelines.
- Lead and participate in key marketing efforts included but not limited to catalog pagination process and Stock-up efforts.
- Identify and drive sales and marketing initiatives while supporting Loyalty marketing efforts across all channels.
- Develop online merchandising and email broadcast calendars, running point on digital acquisition efforts for products and other marketing efforts as assigned.

Pricing Strategy

- Establish suggested retail prices for all products that achieve gross profit targets and determine clearance/liquidation plans and pricing for discontinued or excess inventory products.

Competitor Intelligence

- Monitor market and competitor activity on an ongoing basis. Ensure that the brand's product offering is competitive in the marketplace.

Customer Service

- Develops and conducts product training for contact center agents.

Dr. Relationship Management

- Build and maintain relationships with our doctor(s). Help ensure their recommendations, voice, and knowledge are leveraged and represented properly across all areas of the business.

Position Description

Education and Experience

- Bachelor's Degree from an accredited four-year college or university in related profession/field.
- 3-5 years of experience with 3 years of relevant work experience in a leading consumer-oriented company or direct marketing/catalog/retail company.
- Direct mail experience and online marketing experience.
- Exceptional quantitative analysis skills with a history of developing brand models, pricing models, and competitive assessments.
- Proficient with Microsoft Office Suite with strong Excel and PowerPoint skills.

Preferred Qualifications

- Highly-organized individual who can juggle multiple projects simultaneously
- Strong collaborator with a diverse group of colleagues across a cross-functional environment
- Strong financial aptitude as it relates to direct marketing
- Strong problem-solving skills with good creative instincts and judgment
- Excellent verbal and written communication skills, including solid proofing skills
- Proven ability to multi-task in a deadline-driven environment
- Ability to work effectively as part of a team
- Flexible, with the ability to adapt to changing business needs

Position Description Approvals	
Dept. Senior Executive:	
Date Approved:	
HR Representative:	
Date Approved:	