

ASSISTANT BRAND MANAGER – Oak Brook, IL

Title: Assistant Brand Manager Department: Preschool Toys

Job Description:

As part of the PreschoolToys Marketing team the Assistant Brand Manager will assist in driving the development, implementation, and management of strategic and tactical marketing programs for key product lines. He/she will work closely with the Brand Manager to achieve financial growth and profitability of the brand.

Required Experience:

- 1-2 years of experience in Brand Management/Marketing or internship experience
- Experience working on a cross-function team
- Demonstrated ability to work with internal and external constituencies
- Proven track record of successfully prioritizing and managing multiple projects in a fast paced environment
- Toy industry experience a plus

Core Competencies/Skills:

- Excellent written/verbal, time management and quantitative skills
- Proven ability to manage multiple projects in a dynamic environment
- Entrepreneurial attitude and proactive mindset
- Strong work ethic, high energy level, motivation and enthusiasm
- Demonstrated positive attitude, sees challenge as opportunities and translates them into actionable items

Education:

- BA in Marketing or Business
- MBA a plus

Duties & Responsibilities:

The Assistant Brand Manager will report to the Brand Manager and assist in team activities including but not limited to:

- Retail sales reporting and analysis
- Consumer research project execution and analysis
- Review sales forecasts and production planning
- Maintain P&L's, Line Lists and additional team documents
- Coordinate sales meetings and samples
- Execute and track the packaging development process
- Preparation of long term brand plans and marketing presentations
- Development and execution of marketing plans with the Marketing Communications team
- Coordinate meetings with design, project management, packaging and marketing as part of the cross-functional team
- Communication with licensors and coordinate licensor meetings