

TOPCO ASSOCIATES, INC.
JOB DESCRIPTION

POSITION: **ASSOCIATE BRAND MANAGER, BRAND MANAGEMENT**

Department/Location: CREATIVE SERVICES, SKOKIE
Reports directly to: VICE PRESIDENT, CREATIVE SERVICES
Supervises:

BASIC PURPOSE OF POSITION

Under the direction of the Vice President, Creative Services, the Associate Brand Manager is responsible for supporting assigned brand or brands. The Associate Brand Manager will work with Program Management and Sourcing to manage product assortment, and collaborate with Creative Services to establish and maintain the brand/brands presence in the marketplace.

ESSENTIAL JOB FUNCTIONS

1. Steward of assigned brand/brands; supports the brand promise, brand vision, brand position, brand architecture and achieves overall short-term and long-term business goals for the brand/brands.
2. Engages, inspires and galvanizes the organization around the brand vision, position and strategies so they are clear in bringing them to life in their areas of functional expertise.
3. Works collaboratively with Creative Services to execute packaging designs consistent with a determined communications hierarchy and a global style guide.
4. Analyzes consumer trends and information to help identify product categories to enter as future sources of growth.
5. Analyzes sales to determine product assortment – re-launching or discontinuing slow moving items.
6. Present brand strategies to members for select brands.
7. Participate in consumer and brand learning, review findings of research studies to guide brand strategies and growth opportunities.
8. Analyzes and provides consumer, category, and brand information to support channels.
9. Collaborates with Creative Service to create customer-specific point-of-purchase plans and digital marketing tools.
10. Aid in developing brand identity and related positioning and messaging to help inform the creative process.
11. Manager the day-to-day activities associated to all marketing efforts, including, project management, creative development, cross-functional implementation, campaign tracking and reporting as necessary.
12. Assist with management of third party agencies.

PERFORMANCE EVALUATION CRITERIA

Successful performance of these job functions should result in:

- Member satisfaction.
- Member support of brands and brand promotions.
- Management of effective brand and product communication activities, resulting in increased member and customer engagement.

POSITION: Associate Brand Manager

QUALIFICATIONS

Education:

- BA/BS degree from an accredited university or college.

Technical skills:

Ability to use an Apple computer and related design, presentation, word processing and data management software.
The ability to use a PC and related design, presentation, word processing and data management software.

Previous Experience:

5 years experience in product management, marketing or product delivery

Other qualifications:

- Familiarity with industry practices, current design trends, packaging, and logistics.
- Ability and willingness to travel by plane and car as required.
- Ability and willingness to make presentations to small and large groups as required.
- Proven ability to negotiate effectively in marketing/buying situations.

Individual Contributor Competencies:

Communicates Effectively and Candidly
Plan and Acts Strategically
Achieves through Teamwork
Executes for Results
Puts the Member/Customer First

CAREER ADVANCEMENT OPPORTUNITY

Brand Manager