



General Summary: Product Management within a consumer packaged goods organization. Executes specific tasks and manages projects within brand strategy in support of marketing objectives. This position is responsible for assisting in the development and implementation of marketing plans to drive volume and profitability of assigned brand(s), both individually and through leading cross-functional teams. Three to five years related experience, consumer packaged goods experience preferred. Ideal candidate is a self-starter, detail-oriented, analytical and a team player. Supervisor Responsibilities: This position may supervise one or more Assistant Marketing Managers. Supervisor is responsible for the overall direction, coordination, and evaluation of their areas. Responsibilities could include interviewing, hiring and training employees; planning, assigning and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Associate Marketing Manager

Your main responsibilities

- Marketing Plan Development
- Lead annual brand review with support of brand team to aid in development of marketing plan.
- Assist the Marketing Manager/Director in developing the annual marketing plan.
- Marketing Plan Execution
- Execute delegated portions of the marketing plan within the budget and on time.
- Initiate and recommend consumer/retail programs to Marketing Manager/Director to achieve brand goals.
- Manage vendors in development of creative marketing materials/programs including packaging, selling materials, advertising, displays, coupons (FSI's).
- Partner with International Marketing colleagues to ensure alignment on advertising and packaging strategy, design, and implementation.
- Understand the media planning/buying process and interact as needed with brand team, media and ad agency to execute media plans.
- Act as liaison between Ad Agencies and Marketing Manager/Director as needed to develop/revise advertising and marketing programs.
- Partner with Market Research/Insights on research projects to support marketing objectives and brand strategies.
- Cross-Functional Team Membership/Leadership
- Serve as active member of the brand team as a marketing representative (potential for team lead role).
- Serve as active member of assigned Customer Team.
- Lead cross-functional teams on assigned projects, developing and managing timetables and milestones, coordinating cross-functional efforts, and managing outside suppliers (e.g., agencies/vendors).
- Projects such as: Displays, Marketing Programs, Media Test Programs, New Item Launches (e.g., new packaging, line extension, channel –specific pack)
- Business Analytics
- Initiate and perform business analyses, identify issues and opportunities and make recommendations to Marketing Manager/Director.
- Lead Monthly Business Assessments.
- Complete sales analysis such as New Item Updates, Promotion analysis, Merchandising effective.
- Evaluate competitive landscape including Competitive/Category Analysis, Competitive Launch Review.
- Assess brand strategy including SWOT Analysis (Strength, Weakness, Threat, Opportunities), Media Performance.
- Forecasting
- Develop volume and spending forecasts and make recommendations to Marketing Manager/Director of yearly volume, annual budget/spending, and process recommendations.
- Track brand forecasts and brand marketing expenses throughout the year to manage within the given budget.
- Proactively suggest contingency plans in the event of unplanned expenses or savings.
- May be responsible for entire volume/marketing budget planning process for second tier brands.

- Collaboration with Sales
- Partner with Sales Planning and Sales Managers to effectively serve trade customers.
- Develop sales presentations that integrate brand marketing information.
- Communicate key marketing programs and brand information in conjunction with Sales Planning.
- Understand and help develop channel strategies and developing programs and products to support key customers.
- Execute strategy elements as delegated (displays, special packs, selling material).

Your qualifications

- Solid knowledge of Microsoft Office (Excel, Word, PowerPoint)
- Knowledge of either IRI or Nielsen data and software beneficial
- Energetic, proactive, and action oriented individual sought
- Cross-cultural awareness and sensitivity
- Consumer / Business curiosity
- Creative idea generator
- Digital / Social Media Fluency
- Bachelor's Degree required; degree in Marketing preferred and three to five years related experience, consumer packaged goods experience preferred.

What we offer

Normal working conditions for an office environment.

Candidate Contact



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Human Resources

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