

Marketing Manager Health & Beauty Consumer Packaged Goods

Jacksonville, Florida

Reports to VP of Marketing

Summary:

Develop and execute business plans and marketing strategies utilizing innovation, renovation and activation initiatives to increase market share and profitability of the business. This is an opportunity to be a part of an entrepreneurial company own the Brand and be a part of the marketing from cradle to grave.

Responsibilities:

Lead the development and manage execution of strategies and tactical plans to drive product portfolio volume and profit, focused on new product development, promotions, packaging, and merchandising support.

Manage the overall brand financials, sales forecasting and business analytics.

Track product, consumer and category trends, innovations, and competitive activities and recommend appropriate brand response,

Manage and execute timelines with other departments on marketing related activities

Create strong lines of communication with cross-functional colleagues including R&D, Operations, Customer Service, Trade Marketing and Sales as well as outside vendors/agencies.

Plan and oversee execution of marketing plan activities including media, trade, promotions, displays and point of sale materials

Analyze marketing programs, adjust strategy and tactics to increase effectiveness of the business Return on Investment.

Plan and conduct market research to identify opportunities for increased sales

Review analysis of marketing surveys on current and new product concepts in order to recommend future product development

Establish and maintain consistent corporate image and marketing communications for product lines/brands

Set up and manage new products, promotions, product updates, art work changes in SAP.

Requirements:

3-5 years experience in classic Consumer Packaged Goods Marketing.

Solid knowledge of marketing principals, practices and procedures.

Sound skills in financial principles, market research and analysis

Advanced knowledge of relevant channels and competitors

Excellent presentation skills and the ability to persuade, influence and impact others

Advanced knowledge of relevant channels and competitors

Computer literate to include Word, Excel and PowerPoint.

Knowledge of System Applications Products (SAP) an added plus.

Some supervisory experience an added plus.

Travel up to 40 %.

Bachelor's degree from an accredited college/university (MBA added plus).

Compensation:

Competitive package.

Benefits:

Full package to include major medical and life. Opportunity to participate in Company sponsored 401 K program.

Relocation:

Package provided.