

# V. P. of Brand Marketing

The ideal candidate will plan and administer the overall direction, execution and goals, both long and short term for the marketing department, including management of 3 Marketing Coordinators and 3 Graphic Artists. Ideal candidate will develop and lead both the traditional marketing and the digital marketing processes/strategies to support the **SIMPLE GREEN** brand. This includes steering internal and external business partners in a direction that enables brand program activation. V. P. of Marketing reports directly to the Chief Operations Officer and will also be supporting and executing initiatives set forth by the Chief Sales Officer.

## **QUALIFICATIONS (EDUCATION/CERTIFICATION/EXPERIENCE):**

### **EDUCATION**

- Bachelor's degree in Business, Marketing, Business Administration with a Marketing concentration, Communications, Visual Communication/Graphic Design, English or other related field

### **EXPERIENCE**

- 10+ years brand-side Consumer Packaged Goods experience INCLUDING:
  - Marketing, communications, digital/online marketing or agency experience reflecting increasing level of responsibility.
  - Campaign development and management, consumer acquisition and retention experience.
  - Management of external relationships with partners and vendors.
  - Project management skills.
  - Creative, original and/or innovative writing technique or style.
  - Proficiency in Microsoft Word, Excel, Access, PowerPoint and Outlook. Adobe Suite also helpful.
  - Mathematical, logical, analytical projects/research.
  - Experience working with Google Analytics, Amazon Insights and other data tools.
  - Priority given to candidates with experience working in entrepreneurial environments and/or privately owned businesses.

## **ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:**

- Heads the Marketing Department and Creative Team, working toward brand growth via traditional brand marketing, trade marketing, social media, digital marketing, and sales.
- Leads in the development and integration of consumer relationship marketing (CRM) and the associated marketing/media strategies, processes and systems.
- Works with internal teams and external partners to marry strategy with rich consumer insights to inform best-in-class marketing across all channels.
- Plans, develops and executes global initiatives across consumer touch points including advertising, brand websites, search marketing (paid search (SEM) and organic search (SEO), email marketing, digital marketing, mobile marketing, digital POS, and new/emerging opportunities.
- Develops and leads project teams through strategy definition, financial analysis and feasibility as well as project prioritization.
- Measures, assesses and reports marketing performance; informs teams of optimization opportunities and strategic recommendations.
- Manage design and execution of content, graphics, design and layout for all company marketing, creating brand continuity across all projects.
- Oversee/manage content for current communications programs (internal and external) including print newsletters, online messaging, and other projects.
- Develops, maintains and ensures adherence to operating budget and capital spending plan.

- Sets and delivers against clear timelines, continually analyzes and reports on all aspects of performance.
- Analyzes the needs of departments, establishes strategies, processes, systems, metrics and priorities.
- Responsible for understanding and complying with applicable quality, environmental and safety regulatory considerations and ensuring subordinate staff have the same understanding and compliance.
- This job description reflects essential functions; it does not prescribe or restrict the tasks that may be assigned.

#### **SUPERVISORY RESPONSIBILITIES:**

- Develops, coaches and mentors subordinate staff.
- Conducts performance evaluations; recommends salary adjustments; rewards Sunshine Makers or takes disciplinary action, as necessary; addresses day to day conflicts and issues.
- Creates working partnership within Marketing & Creative teams as well as with other teams across the organization.

#### **SKILLS AND REQUIREMENTS:**

- Analytical and interpretation skills for complex documents, reports and analytics.
- Professional communication skills to effectively respond to the most sensitive inquiries or complaints.
- Ability to make effective and persuasive presentations on controversial or complex topics to top management and public groups.
- Growth driving skills to increase conversion rates by utilizing tools such as search engine optimization, search engine marketing, e-mail marketing, word-of-mouth marketing (direct or via agency), blogging or other new marketing vehicles.
- Written/verbal negotiation and presentation skills.

#### **WORK ENVIRONMENT:**

- Quiet office environment with permanently housed birds, fish and turtles in close proximity to some working areas.

#### **BENEFITS:**

- Sunshine Makers, Inc. provides benefits including group medical, dental, vision, flexible spending account, Employee Assistance Program, 401(k) plan, LTD with LTD long term care conversion, ADD, and life insurance.
- Company paid holidays, vacation and sick time.
- We are NOT offering a relocation package for this position. Local candidates only, please.

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*Sunshine Makers, Inc. is an Equal Opportunity employer. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions of this position. Relocation costs are not included for this position.*