



POSITION DESCRIPTION

JOB TITLE: Associate Brand Manager
DEPARTMENT: Marketing
REPORTING TO: Senior Brand Manager

Reporting to our Senior Brand Manager, the Associate Brand Manager will be responsible for creating consumer demand for key product lines that are the primary growth opportunities for the company. The successful candidate will be a proven executor who is also capable of leading cross-functional teams, delivering tactical innovation from concept to launch, and brand building initiatives.

JOB RESPONSIBILITIES:

Technical: analytics, portfolio mix, innovation & campaign execution, category/sales readiness support

- Category Management: analyze category sales, pricing, promotion, and competition utilizing internal and external data sources to recommend portfolio solutions based on insights & implications
- Innovation: leading line extensions and new products, implement flawless plans, including development of project briefs, business case, product decisions, communication plan, and sales collateral for sell-in
- Tactical Campaign Execution: execute agreed upon product marketing plans throughout year. Liaise with vendors, monitor timelines, and effectiveness of tactical plans. Recommend corrective action as needed.
- General Project Management & Execution: manage execution across key departments, monitor timelines and effectiveness of tactical plans. Identify key building levers, risks in advance, and recommend actions.
- Support SBM annual planning with through analysis (product, innovation, pricing, distribution)
- Manage respective portion of marketing budget including monthly reconciliation & reporting

Leadership & Communication: cross-functional leadership, vendor management, risk/project updates to Manager

- Collaborate with team members and manager to understand, align and activate against priority projects
- Frequently communicates opportunities and risks to all areas of organization
- Strong business communications skills, ability to influence and detail orientation
- Exhibit leadership and accountability; has the ability to move a team towards a common goal through a respectful, collaborative approach

What Will Make You Successful in This Role:

- 3-4 years of consumer product brand management experience, preferably in the food industry
- Consistently achieves results and is resilient in tough circumstances
- A proven executor with initiative, flexibility and can-do attitude who has the courage to step up and address complex issues in a respectful and collaborative manner
- You are adaptable, can tackle competing priorities resourcefully, and learns quickly from experiences
- Influencer, and skillful collaborator among peers, with experience in cross-functional environment
- Outgoing, enthusiastic, and engaging along with a passion for natural food products
- Good understanding of the CPG market, and dynamic between company, customer as well as consumer
- Proficient in data analysis and use of Microsoft Excel. Experience with Nielsen or SPINS considered an asset.

HOW TO APPLY

Please submit your application to careers@daiyafoods.com with "Associate Brand Manager" on the subject line.