



## **Brand Manager**

Position will be responsible for developing and implementing long-term strategic marketing plans for all assigned brands. The position may have direct reports and is focused on the achievement of revenue and profitability goals for specific brands.

### **Essential Functions/Major Responsibilities:**

1. Analyzes consumer research, demographic & lifestyle trends and other industry information in order to develop long-term strategic marketing plans.
2. Develop and implement long-term strategic marketing/business plans that include channel, selling, merchandising and pricing strategies.
3. Establish & implement annual brand plans that include full range management, collateral development & the execution of promotional programs
3. Create, and manage to, appropriate brand and product positioning statements.
4. Identify new product concepts & opportunities and collaborate with the product development team to manage the new product introduction process.
5. Manage the lifecycle of all brands and products assigned with a focus on growth & profitability.
6. Assist the Director complete an annual competitive review of the brand portfolio.
7. Support selling efforts as a brand ambassador for shows, events, promotions and dedicated sales calls.

### **Experience, Competencies, and Education:**

A minimum of 5 years of progressive brand/marketing management experience is required. A proven record of success in developing and implementing brand/marketing plans and achieving revenue and profitability goals. Strong analytical skills with the ability to draw conclusions, make recommendations and present ideas to management. Innovation and the ability to envision new programs, processes and products is strongly desired. Proficiency with Microsoft Office and fundamentals of computer skills.

Bachelors degree in marketing, business or related field or equivalent experience. MBA preferred.

### **Apply:**

Please send your resume to Human Resources: [resume@enesco.com](mailto:resume@enesco.com)

**Be sure to include the job in which you are applying for.**