

**Position:** Brand Manager  
**Location:** National Posting  
**Type:** Full-Time

**General Description:**

This is a brand management and marketing position. You will be working closely with senior brand management team on management of current brand portfolios and developing marketing strategies for our corporate principals. General responsibilities include developing and executing brand objectives, sales support, vendor support, working with distribution partners and working with marketing administrators and coordinators. Opportunity to develop a brand portfolio, with collaboration from senior management. Must enjoy working in a busy, deadline-driven and creative environment.

**General Brand Management Functions:**

- Personal portfolio product management of assigned brands as required.
- Serves as a primary point of contact for assigned principals on all matters in relation to managing a brand's trade orientated business and budget objectives in assigned markets.
- General management of principal relationships
- General management of all vendor trade marketing assets and budgets.
- Identifies market opportunities for product and sales penetration.
- Marketing plan development and execution of all elements of the mix including overall strategy, positioning, target market, advertising, consumer promotion, trade promotion, channel/account specific marketing, distribution, sales force incentives, merchandising, pricing, packaging, new products, line extensions, research, sales aids, spending and business building.
- Ensuring that all vendor related administrative functions are structured to be processed in a timely and cost efficient manner.
- Networks with industry leaders and builds relationships to facilitate expanded sales and marketing opportunities.
- Maintains a current knowledge of industry trends, opportunities, channels, products, and competitors to support vendor development opportunities.
- Documents and reports economic, technological, and competitive factors, which may impact business opportunities.
- Ensures resources spent investigating new market opportunities are cost effective and result in productive business relationships.
- Responsible for recommending and implementing effective pricing and promotion strategies.
- Negotiates and executes vendor agreements
- Proposes, manages and executes budgets. Ensures programs and activities are cost effective, efficient, and within established budget constraints.
- Measures and reports on budget performance.
- Leverages current alliances and customer and vendor relationships to further expand business opportunities at all levels.
- Monitors and manages vendor service level performance and develops strategies with the vendor to improve performance metrics
- In conjunction with other senior managers, provides leadership to supply chain personnel through effective objective setting, delegation, and communication.
- Develop understanding of natural, organic, and specialty supplier and vendor community and their capabilities
- Develop understanding and knowledge of promotional techniques, protocols, pricing strategies, distribution channels, and competitive set.
- Develop knowledge of manufacturing, manufacturing costs, and product price components.
- Develop knowledge of category management and strategic channel opportunities

- General management of vendor sales data from distribution partners in cooperation with company finance department
- Positive development of NAM reputation for professionalism and results delivery
- Handle confidential information with discretion.
- Must maintain good attendance.
- Maintain safe work practices.
- Maintain safeguards of confidential company information.
- Other duties and special projects as requested.

**Education & Experience:**

- Post-secondary diploma or degree in business, marketing or related field.
- Minimum 7 years working experience in Consumer Packaged Goods / Natural Products industry; HABA category experience an asset
- Comprehensive understanding of market penetration strategies, market development techniques, and market segmentation strategies, coupled with a high level insight to retailer trends and consumer behaviors.
- Excellent negotiation and management skills.
- Excellent understanding of natural, organic, and specialty supplier and vendor community and their capabilities
- Excellent understanding and knowledge of promotional techniques, protocols, pricing strategies, distribution channels, and competitive set.
- Strong knowledge of manufacturing, manufacturing costs, and product price components.

**Skills & Personal Qualities:**

- Able to organize, coordinate, and direct projects
- Strong oral and written communications abilities
- Strong team leadership skills
- Solid analytical and technical skills
- Solid multi-tasking skills, be able to manage multiple projects and timelines
- Excellent presentation skills
- Energetic and passionate about consumer goods industry
- Strong computer skills

**Physical Requirements:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Must be able to lift and/or move up to 20 pounds. The employee is frequently required to sit. While performing the duties of this position, the employee is subject to a typical office environment and is rarely exposed to outside weather conditions. The noise level in the work environment is usually low to moderate. Must be able to travel regularly.

***Submit cover letter and resume to [careers@newagemarketing.ca](mailto:careers@newagemarketing.ca)***