

VIA KIT COMPANY

Brand Manager

The Brand Manager works closely with the Marketing Manager in developing and implementing marketing strategies that position the brand at “top of mind” with our target audience.

- Planning and execution of all media actions - company websites, industry platforms (ASI, SAGE, PPAI, etc.) as well as social media content. Maintain and organize all company creative digital assets.
- Assisting with product development, new product launches as well as developing new business opportunities
- Develop and manage marketing collateral content (e-blasts, catalogs, flyers, etc.)
- Weekly sales presentations with Key Distributors as well participating in industry trade shows

What we are looking for

Must Be Creative! Most have a minimum of 1-year experience working with a promotional products supplier or Distributor. Working knowledge of Adobe Creative (Illustrator, Photoshop, etc.) Understands the importance of details and is dedicated to accuracy. Stays current with industry and retail trends. Familiar with constant contact / mail chimp. Knowledge of Google Ads would be helpful. Working knowledge of industry digital platforms is a big plus (SAGE, ASI, etc.) Ability to work with a team and delegate key operational functions and tasks.

- Competitive Base Salary + Performance Bonus
- Medical / Dental Health Insurance benefits
- 401k Retirement Plan with employer contribution
- Paid Time Off (PTO) / Paid Holidays
- Partial Telecommuting available