



Kelly Products Job Description Brand Manager, Food & Wellness

Kelly Products is seeking a Brand Manager for its Food & Wellness division. The Brand Manager is responsible for ensuring that the brands and products resonate with customers. The Brand Manager will analyze industry trends and demand, as well as competitors of Kelly's food and wellness brands and create strategies to market these brands and products.

Kelly Products is in an exciting period of growth and we are seeking adaptive individuals who thrive in a fun, fast-paced environment. The ideal Brand Manager is creative with a mind for strategy and a strong analytical thinker.

The Brand Manager will collaborate with sales, finance, operations, and production teams to ensure successful campaign implementation. The Brand Manager reports to the Director of Marketing.

Responsibilities

- Develop marketing plans for brands/products
- Develop innovative growth strategies managing lead and customer acquisition
- Monitor market trends, research consumer markets and competitors
- Help shape and communicate vision and mission
- Create brand content (Media pitches, press releases, email, website copy, social media, advertisements, and other marketing materials)
- Measure and report performance of all marketing campaigns, and assess ROI
- Work closely with Creative Director to develop collateral to engage target audiences
- Oversee project management for creative projects of the brands from conceiving through proofing and production
- Work with the Social Media Manager to develop social media strategy and campaigns
- Assist with the design/implementation of email marketing campaigns
- Work with eCommerce Manager and Web Developer to optimize and maintain brand websites
- Provide monthly and quarterly reporting to Marketing Director

Qualifications and skills

- 3+ year's relevant experience in marketing
- Proven ability to develop brand and marketing strategies and communicate recommendations to executives
- Experience in identifying target audiences and devising effective campaigns
- Excellent understanding of the full marketing mix
- Proven results executing effective email strategy
- Experience in packaging design and retail display creation
- Experience developing effective social media strategy
- Data-driven thinking and strong analytical skills

- Exceptional written and oral communication skills
- Excellent organizational and time management skills; strong project management skills
- Strong interpersonal skills