

Brand Manager-Brattleboro, VT

New Chapter, Inc., an organic manufacturer of vitamin and herbal supplements in Brattleboro, VT is looking for a dynamic individual to join our mission-driven, organization. We seek a **Brand Manager** to support the **Marketing** department in a culture that fosters wellness and social responsibility.

Job Summary:

Working directly with the Director of Marketing, CMO and other internal and external resources, the Brand Manager is responsible for managing the elements of the marketing mix (strategy, product, packaging, promotion, advertising, and research) to ensure that New Chapter's products and brands optimally meet identified consumer needs and company financial objectives. The Brand Manager will seek to increase the product's perceived value to the customer and thereby increase brand franchise and brand equity.

The Brand Manager will assist in the development of the brand strategy and lead the execution of marketing activities related to New Chapter's products and brands. This includes, but is not limited to, development of the strategic brand and SKU plans (product positioning, target market, category & competitive analysis, pricing analysis, product lifecycle management, marketing tactics, customer specific marketing plans & activation and allocation of marketing budget). Additionally, the Brand Manager will lead the expansion and evolution of our brand campaign – the Whole Truth – into every element of the marketing mix including advertising, marketing materials and in-store display elements.

The position also entails managing direct reports and working with a variety of internal and external cross-functional groups (Executive, Sales, Operations, Innovation, Creative Services, Creative Agencies, Community Relations, Consumer Research, Media Agencies and Marketing Partners) to coordinate brand related activities and maximize the sales potential of each release.

Responsibilities:

- Assist with the development of annual brand plan and long-term strategic plan with specific focus on objectives, strategies, and tactics for New Chapter's products and brands.
- Develop and manage the budget to support recommended marketing activities.
- Work closely with the Director of Marketing and CMO and become the "hub of the wheel" for the care and feeding of the New Chapter brand.

- Conduct brand, segment and category analysis to evaluate performance against business objectives, identify competitive threats, and highlight product strengths/weaknesses.
- Become brand liaison to domestic and international elements of the company.
- Continually monitor industry trends, identify opportunities and risks and make recommendations to drive business to meet objectives.
- Develop and execute the marketing plan for assigned products, including management of product marketing budget and delivery of marketing materials within allocated budget.
- Support the selling process with sales materials, integrated promotions, merchandising, educational materials, and value-added packaging, telling and disseminating the New Chapter brand story in a compelling manner.
- Provide ongoing support to Sales and develop thorough understanding of sales and distribution issues across all channels of trade.
- Manage, mentor, and develop direct reports.
- Lead major national account sales & marketing programs to drive maximum growth at strategic retail partners.
- Development and administration of in-store programs including displays, POS, promotions, partnerships, and experiential marketing.
- Conduct brand, segment and category analysis to evaluate performance against business objectives, identify competitive threats, and highlight product strengths/weaknesses.
- Development, implementation and analysis of customer specific marketing programs, products and key initiatives.
- Develop impactful, out-of-the-box, effective consumer promotions to build awareness, generate trial, and drive volume/distribution. Conduct post-promotion analysis to quantify and evaluate effectiveness.
- Development and execution of a Social Media strategy that leverages New Chapter's unique properties and position within the industry.
- Assist with the development of annual brand plan and long-term strategic plan with specific focus on objectives, strategies, and tactics for New Chapter's products and brands.
- Develop and manage the budget to support recommended marketing activities.

Qualifications:

- Three to five years of brand management experience with a premium-brand consumer packaged good company that is highly successful in the Natural Channel.
- Worked for a company/brand with a strong sense of mission/purpose.
- Passion for natural products, and natural food supplements in particular.
- Post secondary education, university degree or equivalent business experience. MBA a plus.
- Evidence of continuous learning.

Work Environment:

- Some travel required, approximately 15%-20%.

We offer an outstanding benefit package which includes medical, dental, & 401(k). Qualified candidates, submit resume to careers@newchapter.com. New Chapter is an equal opportunity employer.