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**Associate Brand Manager**

**POSITION SPECIFICS**

**Reports To:** Senior Marketing Director

**FLSA Status:** Exempt

**Location:** Location Free with monthly travel to San Francisco Bay Area

**ROLE**

**SUMMARY**

The Raybern’s Associate Brand Manager will support the North American Sandwich division marketing and brand efforts on a dynamic and growing business. Oversees Raybern’s and sandwich division Marketing efforts to create awareness, trial, and repeat purchases of the brand and drives the in-market success of current and new products.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following:

* Enable volume and profit targets through pricing, category and channel strategy development.
* Managing a network of agency relationships to grow social media and website presence, packaging design and execution, and customer and trade marketing.
* Track and report key customer, category consumption, and initiative KPIs.
* Effectively manage and optimize Marketing and trade budgets.
* Field sales initiative, pricing, and business update deployments.
* Enables sell-in of new products by providing Sales organization needed materials (trade presentation, specifications, and support program) to secure customer support.
* Field sales and customer specific support including attendance at customer meetings, as needed, to assist Sales organization with sell-in of new product initiatives
* Market Research to support key initiatives and category insights.
* Process and Procedure development and optimization.
* Other duties as assigned.

Regular and predictable attendance is an essential function of this position.

**QUALIFICATIONS**

**EDUCATION and EXPERIENCE**

Bachelor’s Degree (B.A. or B.S.) in marketing, business, or engineering required and a master’s degree preferred. Food and Beverage experience in Shopper Marketing, Category Strategy, traditional Marketing preferred. Minimum 5 years related experience required.

**REQUIRED KNOWLEDGE, SKILLS, ABILITIES**

* General understanding of the food industry and various sales channels.
* Creative, strong interpersonal skills, and excellent analytical capabilities.
* Ability to effectively present information internally, to customers, and to suppliers.
* Strong project management skills.
* Comfortable working with limited resources and brief list of assumptions and able to inspire others to be curious and pursue innovative solutions to identified consumer needs.

**Working Conditions**

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an associate to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the associate is regularly required to talk or hear and frequently required to use hands to finger, handle or feel. The associate is occasionally required to stand; walk; sit; reach with hands and arms. The associate must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus. Associate is occasionally required to sample and conduct taste tests of products.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an associate encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the associate is exposed to working conditions which are normal for an office environment. The noise level in the work environment is usually low.

The position requires up to 50% of their time traveling.

**EQUAL OPPORTUNITY EMPLOYMENT**

At Raybern’s, we don’t just accept difference — we celebrate it, we support it, and we thrive on it for the benefit of our employees, our products, and our community. Raybern’s is proud to be an equal opportunity workplace.