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| **Job title** | *Brand Director* |
| **Reports to** | *Sales & Marketing Director* |

As the Brand Director, you will oversee innovative marketing strategies that will further build the Hudsonville Ice Cream brand, leading to increased awareness, relevance and respect among ice cream eaters and the frozen food industry at large. Our ideal candidate possesses effective communication and leadership skills, with proven success in managing traditional and innovative campaigns across the broad spectrum of today’s marketing channels. We are looking for a forward-thinking leader with strategic, creative and financial acumen as well as a strong business intellect to take our organization to the next level. If you are an experienced marketer able to lead and drive constantly evolving marketing and branding efforts to increase our brand’s aggressive awareness and growth targets, then Hudsonville Ice Cream is the right place for you!

**Must Have Talents:**

Experience managing high level marketing and brand strategy in line with the strategic vision of the organization.

A visionary with a deep understanding of traditional and cutting-edge marketing strategies and a proven track record of creating campaigns and initiatives that will drive and increase sales revenue, including social media and digital.

An executive who has been involved in aligning the organization internally around the brand and externally through diverse and robust marketing objectives.

Vision to seek out new promotional avenues to support sales objectives.

**You will be successful in this position if you can:**

Develop and leverage powerful influencer networks to create a lead generation machine for the Sales Department.

Drive measurable awareness to ensure that Hudsonville Ice Cream is seen as a leader in the frozen food category.

Execute expert business planning with strong bias to action.

Create specified centers of excellence as listed below.

**Establish Key Centers of Excellence:**

Expert Planning & Business Strategy

Pioneer and implement measurable strategies that will drive hard revenue goals and increase awareness at the regional and national levels.

Set and track KPI’s for marketing activities across the business.

Develop a marketing plan that reaches target segments quickly and effectively.

Mobilize our communications to bring plans to life with efficiency and flexibility – measuring results and adjusting the plan to reach aggressive goals quickly.

Brand Building and Story Telling

Oversee the strengthening of Hudsonville Ice Cream’s unique and compelling voice to build brand awareness, relevance, reputation and esteem among target audiences.

Ensure that the brand is strong and consistent in every marketing tactic, and that the Hudsonville Ice Cream story is communicated with creativity and impact.

Lead the creation/production of inspiring design, content and campaigns that builds the brand and drives sales.

Rally all stakeholders around the brand; ensure brand standards are maintained across all channels.

Direct and work closely with all agency partners and review their activities.

Oversee the strategy and execution of communications efforts to create a best in class social media presence that empowers stakeholders to spread the Hudsonville Ice Cream brand virally.

**Awareness Building**

Build awareness so that Hudsonville Ice Cream is seen as a leader in our field. Build and leverage connections to ensure that influencers within target industries and demographics know and love Hudsonville Ice Cream’s product.

Measure and manage recognition so that Hudsonville Ice Cream is recognized for all the right reasons.

**Customer Communications**

Mastermind and execute innovative stakeholder communications strategies to inform current buyers about upcoming promotions and innovations.

Own the role of ensuring our sales team is clear on brand direction, brand communication and overall positioning.

**Summary of Qualifications:**

Bachelors’ degree required. Master’s degree with a specialization in Marketing preferred

10 years of well-rounded marketing/business development experience in positions of increasing responsibility, with a focus on marketing expansion and identifying emerging market trends.

3-5 years of leadership experience with the ability to motivate and provide professional development to a team of direct reports. A hands-on collaborative style of working is a must!

Experience building brand awareness and support internally.

Thorough knowledge of marketing principles, brand, product and service management, sales and business development; along with a demonstrated track record of success and performance.

In-depth knowledge of big data analysis. Ability to understand changing market dynamics, translating them into actionable strategies to achieve company objectives.

Advanced experience working with a variety of traditional and modern marketing and communications functions including: branding and messaging to different target audiences.

An understanding of all aspects of print material production; development and implementation of social media plans; and working with the press and other related media outlets.

Management of CRM and SEO tools like Google Analytics, SalesForce, etc. and an understanding of social media platforms.

**Benefits**

401K

Vacation

Insurance (Health, Dental Vision)

Bonus Plan

Partial Gym Membership

**Why Hudsonville?**

We take pride in offering benefits that are competitive. Here at Hudsonville we offer a first-class work environment with a real family feel to it. We appreciate our employee’s hard work, dedication, and passion. That is why we provide a comprehensive set of benefits and options designed to fit our employee’s needs. We also value continuous learning and offer many opportunities for off-site training.