



Job title	<i>Brand Manager</i>
Reports to	<i>Chief Marketing Officer</i>

Brand Manager Position Summary

Project Manager, Data Nerd, Creative Thinker

You are the quintessential control freak. You like things to run smoothly, on time and on budget. You don't rest until all things are in order and operating as they should be. You are experienced and efficient in project management to push through new packaging design, creative content and innovation through an organized and integrated process. As a gate keeper to all touchpoints on brand you have a solid understanding of omnichannel marketing and have previous experience working inside an agency setting or managing one from an outside partnership. You relish in the variety of new challenges that possibly weren't a part of an original job description and look to make everything a little better than you found it. You can hold the fort down and the team trusts you implicitly.

Brand Manager Duties and Responsibilities

- Facilitating many marketing projects within the organization and agency partners
- Coordinating execution and approval of packaging throughout the organization
- Managing a marketing dashboard to track program effectiveness for all projects
- Maintaining brand standards across every department and all outward facing communications
- Managing the marketing programs and timelines for our 3-gallon business
- Keeping all marketing projects on time and on budget
- Eating ice cream for breakfast!

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Brand Manager Qualifications

- A marketing manager currently running the show inside an organization



- An agency account executive or digital production coordinator who is tired of serving the client instead of growing the brand
- A brand manager at a CPG company
- Excellent person to person and written communication skills
- Experience managing traffic through agency or other CPG company
- Previous relationship with agencies, whether working for one or collaborating with one
- Keen organizational ability and excellent attention to detail
- A good foundational digital and social media understanding
- A good eye for creative work in development
- A knack for understanding consumer insights, data and tracking performance against KPIs or other benchmarks
- Knowledge and/or use of digital asset management systems (like Sharepoint, Dropbox, Google Drive, etc.)
- Knowledge and/or use of project management systems (like Wrike, MS Project, etc.)
- Proficiency across Microsoft Office suite (Excel, PowerPoint, etc.)
- A college degree in Advertising, Communications, or Business and 3-5 years of working experience

Benefits

- 401K with a generous match
- Vacation
- Insurance (Health, Dental, Vision, Disability, Life)
- Bonus Plan
- Unique Wellness Incentives

Why Hudsonville Ice Cream?

At Hudsonville Ice Cream, we offer a first-class work environment with a real family feel. We appreciate and recognize the hard work, and dedication of our team members. We firmly believe that our employee's fiscal, physical, and mental health are essential elements to our organization's overall success. It is with this philosophy in mind that we offer a competitive wage and benefits package that starts day one. Moreover, Hudsonville Ice Cream is committed to its team members continual growth and development.