



Job Description

Job Title: Marketing Account Manager
Department: Marketing Department
Reports To: Marketing Director

Summary

Under the direction of the Marketing Director, leads a team to plan and execute all applicable marketing activities necessary to generate sales and profit growth from key accounts and specific trade channels. This role consists of conceptualizing, organizing and implementing account-specific product and trade channel promotions via traditional and social/digital media marketing efforts, with the objective of maximizing sales, market share and profit growth in support of the company's overall messaging, strategy, and goals.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Lead a team to facilitate the development and execution of account marketing plans with objectives that align with corporate goals.

Develop and foster working relationships with marketing counterparts at all key accounts.

Lead the development and execution of account-specific promotional events that will be implemented via traditional, digital, and social media.

Work closely with multiple teams at Masterbuilt to support account-specific marketing.

Monitor and measure key account promotional events against account and trade channel performance goals.

Consistently conduct competitive market analysis to guide and assess marketing, advertising, and promotional opportunities.

Lead a team to generate the programs, presentations, and collateral material for successful sell-in of marketing promotions and advertising events at retail.

Researches, negotiates, implements and communicates account-level social, digital, and traditional advertising schedules, opportunities and placement.

Works effectively with all disciplines of the company communicating marketing plans, intent and upcoming activities, serving as the internal and external marketing champion for specific accounts and/or trade channels

Provides marketing support on key account sales calls

Work closely with third-party vendor on consumer and market research and report findings to internal and external teams.

Manage the organization, distribution, tracking, and delivery of all marketing requests from customers, internal and external.

Responsible for writing, editing and proofing marketing copy.

Evaluate and report on the impact of marketing campaigns and ROI, informing management and sales teams.

Responsible for consistency of the brand across all platforms, following the guidelines of the brand style guide and direction of the overall marketing plan.

Work with the Marketing Director on multiple projects simultaneously.

Maintain knowledge of and familiarity with use of Masterbuilt products.

Work collaboratively with all departments at Masterbuilt to achieve common goals.

Manage the day-to-day activities of the Marketing Account Team and directly supervise all specialists on the team.

Assign projects to specialists and verify all deadlines are met.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience

Bachelor's Degree in Marketing (or related field) and at least 8 years of related work experience, or 12 years of equivalent work experience.

Skills and Competencies

Experience working in a fast-paced office with outstanding performance record.

Proven work experience in Marketing/Retail Account Advertising. Proven track record designing and executing successful marketing and advertising campaigns.

Experience with consumer goods marketing and/or retail account-specific marketing for consumer goods.

Experience managing a team.

Excellent written and verbal communication skills.

Advanced-level in Microsoft Office (Word, Excel, Outlook, PowerPoint).

Strong organizational skills and ability to multi-task.

Exceptional writing, editing, and creative skills.

Ability to take direction, while still using creative problem resolution skills.

Learn new technologies/techniques and use to propel department goals.

Ability to communicate with co-workers, customers and various business contacts in a courteous and professional manner.

Ability to work collaboratively within a team.

Self-motivated, proactive, and resourceful, with a positive, professional attitude.

Familiarity with the Adobe Creative Suite. Dedicated to company and personal core values.

Practice safety and adhere to all company safety policies.

Travel: Occasional travel may be required.

Masterbuilt Manufacturing is An Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability or protected veteran status.

Qualified candidates should apply for the position by sending his/her resume to HR@masterbuilt.com.