



POSITION DESCRIPTION

POSITION TITLE: Associate Brand Manager – Professional Channel

FLSA STATUS: NON-EXEMPT

DEPARTMENT: Marketing

REPORTING RELATIONSHIPS

POSITION REPORTS TO: Marketing Director, Professional/New Initiatives

POSITIONS MANAGED: None

POSITION PURPOSE

In conjunction with the Marketing Director, Sr. Associate Brand Manager and Customer Loyalty Manager - the Associate Brand Manager is responsible for the execution of the approved marketing plan, which may include but not be limited to: conducting market/business analysis, creating and routing of creative projects, assisting with trade show logistics, development of marketing and trade advertising and promotions, and assisting with social, digital and PR campaigns. This individual will demonstrate excellent communication, detail orientation, innovative outlooks, detailed problem analysis, and will contribute to a positive team atmosphere.

POSITION QUALIFICATIONS AND JOB DUTIES

QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Bachelor's degree in Marketing, Business, or other related field.
2. Minimum of 3 years of experience in marketing, brand management, advertising, consumer products, digital marketing initiatives, or related field.

JOB DUTIES:

1. Lead the implementation and execution of marketing plan tactics, assist with the development of product positioning, campaign strategies, competitive analysis, and market strategy insights.
2. Create, recommend, and execute overarching campaign strategies and business plans to drive sales, increase engagement and brand awareness with manager approval.
3. Lead execution of promotional programs and own tracking of all engagements and ROI on trade activities per assigned publications, and distributor activity.
4. Research new vendors and capabilities for apparel, promotional materials, and other needs.
5. Develop and maintain ROI trackers and reporting for promotions and ad plans.
6. Work with Marketing Director, Sr. Associate Brand Manager and Sales team to lead the planning and logistics execution for regional tradeshow activities including annual budget development, booth branding, booth deliverables and collateral while maintaining brand standards. The ABM will also assist the Sr. ABM with national trade shows as needed.
7. Interface between all departments and marketing for internal agency project requests. Collect key information and monitor from creation through completion to ensure on-time delivery.



8. Manage special projects assigned by the Marketing Director, such as writing case studies, assisting with press releases, manage and tracking machine registrations, maintaining C4C/CRM information and more.
 9. Maintain expert knowledge of Word, PowerPoint, Excel, and a working knowledge of online applications, such as Facebook, Instagram, Pinterest, Google Analytics, etc.
 10. Able and willing to learn new digital interfacing, such as Episerver, inRiver and PIM (Product Information Management), to support digital and product management teams with updates to the Professional websites and landing pages. Includes, but not limited to Bona Professional, Bona Sport, Bona Facility Solutions and Architect and Design sites.
 11. Works effectively and efficiently to meet project deadlines within business hours.
 12. Able and willing to participate in off-site projects; such as product testing, video and photo shoots.
 13. Able and willing to travel when necessary.
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CORE COMPETENCIES

1. **Professionalism** - Upholds organizational values, demonstrates sound business ethics, works with integrity and ethically in all situations, and treats others with respect and consideration at all times regardless of their status or position. Accepts responsibility for actions, reacts well under pressure, follows through on commitments, and demonstrates consistency between words and actions.
2. **Project Management** – Completes appropriate amount of projects within the given timeframe.
3. **Diligence** –Perseveres in accomplishing tasks or objectives and maintains a sense of urgency about getting results.
4. **Develop Relationships** – Builds and maintains relationships that incorporate cooperation, trust, and respect by devoting the appropriate time and energy to facilitate business transactions. Relates to others while building credibility and rapport, communicates in an honest and straightforward manner, and maintains networks.
5. **Attention to Detail** – Completes work in a thorough and complete manner, provides detailed information, and tracks details at all times.
6. **Active Communications (Verbal, Written, Listening Skills)** – Clearly expresses ideas, information, and concerns both verbally and in written format in both positive and negative situations. Actively listens, offers full attention when others speak, gives verbal and nonverbal cues of interest, asks questions for clarification, and paraphrases to ensure understanding. Actively seeks and disseminates information from and to a variety of sources, accepts responsibility for ensuring that people have the current and accurate information needed for success, and asks questions to open channels of communication. Demonstrates group presentation skills, presents information and numerical data effectively, and actively participates in meetings.
7. **Responsiveness** – Takes action to meet the needs of others, responds timely without supervision, and minimizes delays.



8. **Productivity** - Meets or exceeds productivity standards, completes work in timely manner, and strives to increase productivity.
9. **Innovation** - Displays original thinking and creativity, meets challenges with resourcefulness, generates suggestions for improving work, and effectively presents ideas and information.
10. **Organizing & Planning** – Plans, organizes and effectively manages to maximize efficiency and productivity. Sets goals and objectives, prioritizes and plans work activities, identifies specific action steps and resources, anticipates problems and develops contingency plans.
11. **Problem Solving & Decision Making**— Able to identify problems, solve them, and show good judgment by isolating causes from symptoms, gathering information from a variety of sources, compiling information and solutions, involving others as appropriate, readily committing to action, and making decisions that reflect sound judgment in a timely manner. Able to identify and choose between multiple options, work well in-group problem solving situations, understand consequences of potential decisions, and support and explain reasoning for decisions.

Salary/ Wage Range

\$20.00 to \$26.44

Compensation for the role will depend on a number of factors, including a candidate's qualifications, skills, competencies and experience and may fall outside of the range shown. Bona offers a competitive total rewards package, which includes a 401k match, Open PTO, healthcare coverage and a broad range of other benefits. Learn more at <https://us.bona.com/companyInfo/work-at-bona.html>

PHYSICAL DEMANDS

1. Must be able to remain in a stationary position 50% of the time.
2. Must be able to bend, climb stairs, and continuously stand or walk 25% of the time.
3. Must be able to occasionally move within the office to access file cabinets, office machinery, etc.
4. Must be able to lift 10-20 pounds (for example: packages, copy paper boxes, etc.)
5. Must be able to communicate effectively by listening and also in both written and verbal forms.

WORK ENVIRONMENT

1. Generally, works in an office environment but may occasionally be required to perform job duties outside of the typical office setting, including but not limited to home.
 2. This position regularly requires large amounts of time to be spent using and viewing computer screens and equipment, which generally entails regular and repetitive motions.
 3. May occasionally be exposed to fumes, airborne particles, or chemicals. All safety procedures should be adhered to in each of these situations.
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I acknowledge that the provisions of this job description have been read and are understood. I understand that the position responsibilities can be altered and/or changed at any point in time with or without advanced notice.

Employee Signature: _____ Date: _____

Manager Signature: _____ Date: _____

Bona US is an at-will employer. Therefore, both the employee and the employer retains the option of ending the employment relationship with the Company at any time, with or without notice or cause. Neither this document nor any other oral or written representations may be considered a contract for any specific period of time.