

Fresh INNOVATIONS CALIFORNIA, LLC.

Job Title: Assistant Brand Marketing Manager

Location: Stockton, CA office

Summary: Under the supervision of the Brand Marketing Manager, the Assistant Brand Marketing Manager will be involved of all aspects of the marketing and product development work supporting the Fresh Innovations California, LLC organization.

Duties and Responsibilities include the following.

- Develop and maintain digital, online and print assets for the company's brands and product lines. Ensure assets clearly communicate details about the products and their competitive benefits.
- Build out the Fresh Innovations' photo and video library, while working closely with outside vendors in the production and editing process.
- Supply the sales team, customers and brokers with materials that meet their digital content needs, such as images and written descriptions for product listings on customer websites and other digital platforms.
- Develop and execute content plans for the company's online presence, such as website, email marketing, social media. Implement updates, monitor analytics, and suggest new improvements.
- Stay up to date on marketing and industry trends for opportunities to improve our messaging and strengthen our brand presence.

Product Specifications

- Maintain product specification database. Work with Innovations and Production teams to define product attributes, capture specification details and record in master database.
- Manage library of individual product spec sheets, complete with product images, product specs, and palletization information.
- Field requests for product specifications from our sales team, fulfilling requests and capturing new information as needed.

Retail and Sales Support

- Assist in sales support needs: strategy, creative assets, presentation development, sample requests, prototype creation, digital and in-store POS needs, and developing general sales assets and materials to support our products and brands.

Digital Marketing

- Maintain the fresh-innovations.com website, making updates and changes as needed to the website content. Work with agency partners to design new pages for the website when necessary for promotional activities or website content refreshes.
- Develop content strategy and create posting calendars for the social media pages owned Fresh Innovations. Manage interactions with consumers/followers by replying to comments and responding to direct messages with the oversight of the Brand Marketing Manager.
- Monitor analytics for the various online channels (website, social media, etc.) and suggest changes to improve results.

Event Planning

- Support the Fresh Innovations presence at trade shows and retailer events, including planning, pre-show preparation, post-show cleanup, and attendance as needed. Activities could include, but not limited to, booth design, hotel coordination, travel planning, booking entertainment, product demonstrations, POS, and logistics.
- Develop booth strategy and execution plans tailored to the audience and sales goals of each show, and work with outside vendors to implement.
- Coordinate and implement a targeted customer outreach strategy to build awareness and encourage interaction at the show.
- Initiate post-show analysis of KPIs to evaluate and document performance, opportunities for improvement, key learnings, and strategy points for the next year or other upcoming events.

Innovation and Product Development

- Support new product initiatives through the innovation process to launch while working alongside teammates from all areas of the organization.
- Track project process to ensure it is meeting established timelines and goals.
- Provide support for all aspects of the process – concept research and development, product testing, packaging structure design, packaging graphic design, operational/production integration review, sales education, customer introduction, prototype development, sample fulfillment, and launch process execution.
- Following a product launch, monitor and analyze product performance utilizing data from IRI/Nielsen and internal sales information. Develop informational reports for internal distribution and review.
- Other duties as assigned.

Qualifications:

- Detail oriented, organized, and able to manage multiple projects simultaneously
- Team player, able to collaborate with others. However, must also be a self-starter, able to initiate and work on projects independently.
- Social media management background – Facebook pages and Instagram business account management experience strongly desired

Education/Experience:

- Bachelor's Degree in Business, Marketing, Sales, Communications, Agriculture, or another related field
- 1-3 years consumer packaged goods marketing or related experience

Language Ability:

Ability to write routine reports and correspondence. Ability to speak effectively before groups of investors, vendors, customers, or employees of organization.

Math Ability:

Ability to calculate and understand figures and amounts such as percentages, area, discounts, interest, commissions, proportions, volume capacities and financial proformas. Ability to apply simple financial concepts areas relative to the position.

Reasoning Ability:

Ability to solve practical and complex problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills:

To perform this job successfully, an individual should have knowledge of Microsoft Outlook; Microsoft Word; Microsoft Excel; and Microsoft PowerPoint and various internet communication software as well as syndicated data understanding. Familiarity with Adobe Creative Suite, SmartSheets, and WordPress is a plus.

Equipment:

Laptop computer
Cell phone

Supervisory Responsibilities: N/A**Work Attributes and Environment:**

The work attributes and environment characteristics described here are representative of those an employee encounters and must perform while executing the essential functions of this job.

- Time management assertiveness to adjust to specific duties
- Attitude: Approach all opportunities with a positive can-do attitude.
- Data-driven: Makes timely and effective decisions using data.
- Hands-on: Willing and able to jump in at all levels of the business to build and develop people, systems, and processes.
- Strategic and Systems Thinking: Understands the connections and relationships across functions and entities for both internal and external constituencies; can oversee the development of plans for complex projects and ensure successful execution.
- Change Leadership: Initiates and/or sponsors change efforts; aligns resources; overcomes resistance and engages, or motivates, others to implement and sustain change efforts where needed.
- Results-oriented: Does what is necessary to improve performance; balances the resources to produce desired outcomes; tracks and monitors performance.
- Partnership: Engages others to identify mutual goals, develop solutions, make decisions, and achieve outcomes.
- Service-oriented: Focuses and aligns actions and decisions on ways to enhance service and commitment to exceptional customer service.

While performing the duties of this job, the employee is maybe exposed to wet or humid conditions (non-weather); may work near moving mechanical parts; and be apart to outdoor weather conditions. Most of this position would be an office environment. The noise level in the work environment is usually low to moderate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee 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 employee is regularly required to talk, listen, walk, sit, stand, lift, or move up to 50 pounds. The employee is moderately required to stoop, kneel, crouch, or crawl.

Travel: Periodic travel may be required for events, press checks, and other projects. Some weekends may be necessary, but infrequent.