



Research Laboratories, Inc.

## **BRAND OR MARKETING MANAGER**

### **Company Overview**

McBride Research Laboratories, Inc. (MRL) was launched in 1990. Cornell McBride envisioned a program that combined direct distribution of premium, quality hair care solutions with the education and knowledge to effectively use them in the salon and at home. This premise inspired the collection, which now includes the Design Essentials, Design Essentials Natural, Wave by Design, and Colaura brands. Our products are engineered to infuse hair with a natural balance of vitamins and protein that promote movement and manageability. We also offer educational literature and sponsor events aimed at improving knowledge of how our products can assist in designing a healthy hair care system just for you. Today, MRL offers more than 60 premium beautification products sold to our discerning international clientele through fine FDM retailers globally, various on-line platforms (designessentials.com, Amazon.com, etc.) and direct-to-hair salons network of independent, exclusive distributors in the North America, Africa, Caribbean and Europe.

### **Brand Management**

Brand management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time. Effective brand management builds loyal customers through positive brand associations and images or a strong awareness. Developing a strategic plan to maintain brand equity or gain brand value requires a comprehensive understanding of the brand, its target market(s) and the company's overall vision. All efforts are integrated and collaborative to ensure all initiatives drive the strongest consumer discover and engagement. All contributors should have the ability to work in a fast-paced, evolving environment.

### **Brand Management Process: Key Components**

- Identifying/defining the most important customers
- Understanding what motivates customers and what could cause them to choose the brand over competing brands
- Carefully selecting a brand position that could provide the organization with marketplace advantages
- Translating the position into strong and consistent brand identity, including:
  - Intuitive brand architecture
  - Strong name and icon
  - Identity that succinctly reinforces brand promise
- Developing a sound and relatable brand message
- Educating employees about the brand promise, message, identity standards and giving them the incentives, tools and training to become effective brand champions
- Developing an integrated go-to-market and ongoing marketing plan
- Reinforcing the brand's promise at each point of customer contact (ubiquitous)
- Measuring the ongoing equity of the brand and making adjustments as necessary

## **Key Requirements**

- **Content:** Direct content creators towards a comprehensive and integrated content strategy via channels such as blogs, search engines, and social media. Content should address the specific problems and needs of our customers.
- **Analytics:** Show a working knowledge of the marketing funnel, know what questions to ask and be comfortable doing some basic tracking and ratios using tools.
- **Digital:** Understand the effective utilization of inbound marketing techniques. Techniques should attract qualified prospects, building trust and credibility for MRL brands.
- **Creative:** Capacity to look at problems or situations from a fresh perspective, suggesting revolutionary solutions to stakeholder issues.
- **Campaigns:** Ability to run campaigns with an omni-channel perspective.

## **Manager Responsibilities**

- Manage staff and day to day Marketing operations
- Travel is required to key hair care shows and events
- Monitor, measure and manage brand equity/strength
- Increase brand awareness, relevant differentiation, value, accessibility and emotional connection
- Develop a solid brand strategy
- Monitor progress against brand plan
- Be responsible for results against brand plan
- Drive brand understanding and support throughout the organization
- Champion initiatives that support delivery of the brand promise
- Brand messaging
- Manage the brand architecture
- Maintain brand identity consistency
- Chair the brand identity council/team/board
- Help determine identities for new brands/sub-brands
- Anticipate and accommodate new brand identity needs

## **Key Skills**

- Strategic Decision Making
- Developing Marketing Strategies
- Analytical thinking
- Creative
- Process driven
- People oriented
- Strong presentation skills
- Innovative
- Entrepreneurial
- Technology focused

## **Experience**

- Minimum 7+ years' experience in a brand or product marketing role with a regional or national brand
- MBA Degree in Marketing, Marketing Management
- Experience with brands sold through mass retailers (i.e. Walmart, Target, Walgreens', etc.)
- Beauty experience or multicultural marketing experience preferred

If you are interested in the position, please complete Step 1 and Step 2.

Step 1: Complete the questionnaire using the link below

<https://www.surveymonkey.com/r/MZD9R2Y>

Step 2: Send your resume to the email address below.

[resumes@mcbriderresearchlabs.com](mailto:resumes@mcbriderresearchlabs.com)