



Research Laboratories, Inc.

## **MARKETING COORDINATOR**

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McBride Research Labs is one of the hair care industry's most innovative developers and providers of multicultural hair care products. Our successful *Design Essentials* brands are marketed and sold throughout the United States, Canada, South Africa and the Caribbean, and our reach is expanding. Salons and stylist rely daily on the Design Essentials brand products and services to meet the needs of the hair care industry.

### **Marketing Coordinator Job Description**

The Marketing Coordinator will support the day to day administrative tasks of providing visibility and awareness of products with customers, partners, trade associations, outside vendors, and media audiences. Coordinator will assist the Marketing Team with marketing, advertising, sales and product development plans, and implement the marketing efforts for a brand and event. Responsible for day-to-day operations of the brand while actively supporting new product launch process and working with the Marketing Team on various activities.

### **Responsibilities**

- Oversee and manage key functions of the brand to include monthly data analysis, forecasting, budgeting, retailer promotions, sampling and events and web communication plan
- Coordinate flow of information and communication and disseminate it according to plan/strategy
- Lead and manage all aspects of promotional calendar and associated executions for key retail accounts.
- Deliver timely updates to relevant brand, customer and account collateral, including international.
- Create, deliver, edit and optimize marketing materials
- Ensure messages are supportive of and consistent with marketing strategies
- Work with consultants and manage public relations agency and deliverables in accordance with brand strategy and budget.
- Participate in new product concept and execution in support of 3-5-year plan
- Oversee brand communication integration into web and social media
- Support team to ensure all deliverables for the brand are met, including packaging and artwork updates.
- Create internal and external presentations with relevant brand updates
- Must have good communications skills including written and oral
- Must be able to travel to key hair care shows and events

### **Qualifications**

- Minimum 3+years' experience in a brand or product marketing role
- Bachelor's Degree in Marketing, Advertising, Marketing Management and MBA required
- Must have worked on brands sold through mass retailers (i.e. Walmart, Target, Walgreen's, CVS)
- Evidence of independently leading successful brand or mass retailer initiative.
- Demonstrated experience with data analysis and sales performance to improve market share
- Communication, marketing and/or public relations experience desirable
- Beauty experience or multicultural marketing experience preferred.