

BRAND MANAGER – Consumer Brands

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, stylists, and consumers rely daily on the Design Essentials brand products and services to meet the needs of the hair care industry.

Job Description

The Design Essentials Brand Manager – Consumer Brands will support the day to day management and operations of Design Essentials' in-home consumer brands, and will be based in the McBride Research Labs global headquarters in Decatur, GA. The Brand Manager is responsible for planning, leading, and executing key elements of the go-to-market plans of the brand while actively developing strategies, analyzing performance, supporting new product launches, distribution expansion, advertising, consumer building initiatives, business growth initiatives, and supporting international partners.

Responsibilities

- Oversee and manage key functions of the brand including creative development, retailer promotions, sampling, events, data analysis, forecasting, and budgeting
- Manage brand identity, acting as the gate keeper of the brand and ensuring a consistent brand voice across all consumer touchpoints, including digital, social, and global
- Monitor performance measurements, providing regular internal and external reports (Retail Audit and Brand Tracker) and competitive analyses to identify insights and translate into business initiatives and actionable tasks to drive results
- Partner with cross functional teams and marketing coordinators to ensure all deliverables for the brand are met, including packaging and artwork updates
- Work hand-in-hand with the sales and education teams to understand and integrate customer-centric brand strategies that align with the overall business and brand plans
- Develop annual and long-term plans to deliver financial and brand goals, understanding and reacting to commercial levers, performance, and emerging trends
- Some travel is required
- Position reports to Director of Marketing

Qualifications

- Minimum 5 years' experience in a brand or product marketing role with a regional or national brand
- Bachelor's Degree in Marketing, Marketing Management or similar discipline; MBA preferred
- Evidence of ability to craft vision and strategy, as well as execute plans with strong project management skills, balancing and prioritization of numerous projects, budget management, and execution of mass retailer initiatives
- Ability to work well in an environment of broad cross-functional interdependence with team members, outside suppliers, and other key resources
- Demonstrated experience with data analysis and sales performance
- Entrepreneurially spirited through creative problem solving, determination and resourcefulness
- Strong communication skills, with the ability to quickly propel the organization to decision and action

To apply: send resumes to resumes@mcbrideresearchlabs.com