

Annie's, Inc.
Associate Brand Manager

Background:

Annie's, based in Berkeley, CA, is dedicated to nourishing families with simple, down-to-earth foods that taste great and are easy to love. The line includes organic and all-natural mac & cheese, pasta meals, crackers, cookies, pretzels, cereals, fruit snacks, salad dressings, BBQ sauce and condiments all made with straight-from-nature ingredients. The company has a long history of making great tasting, high quality, simple foods and a long standing commitment sustainable business practices. Annie's products are distributed nationally, across channels including grocery, natural, mass merchandisers and club stores.

Annie's is adding a new position to the marketing team, an Associate Brand Manager for Entrées, sides and cereal. This individual will help develop product line strategies and then will be accountable for execution. Local, qualified candidates should submit resume with salary requirements to marketingjob@annies.com.

Position Overview:

Annie's Associate Brand Manager will assist in the development of strategies and be responsible for execution of tactics for the Annie's entrees, side dish and cereal businesses. Scope includes strategies and tactics for the product lines (e.g. line extensions or product optimization, packaging, promotions, advertising, research). This individual will work in close partnership with brand team, cross functional groups, and external partners to ensure successful execution of brand strategy and plan. All brand activities must be done in a way that underscores the social mission of the brand.

The ideal candidate has a solid foundation of marketing experience (ideally in a brand/product management role for a consumer packaged goods company). Strong analytic and strategic skills are critical, as are great interpersonal and communication skills. This individual must be both a very competent project leader and as well as executer.

This position reports to a Senior Brand Manager.

Major Responsibilities:

Brand Planning

- Assist in development of annual marketing plan:
 - Based on category/competitive analysis and consumer insights
 - Monitor programming year round, providing relevant highlights and updates, and ensuring programming stays on strategy and focus.
- Assist in budgeting process and quarterly reforecasts
 - Submit invoices and be sure they are processed, paid, and posted
 - Partner with Finance to be sure they are up to date on changes in budgets and forecasts
 - Track spending to be sure programs and goals are delivered on budget and overall spending is within budget and properly allocated

Coordinate Brand Activities with Internal and External Partners

- Work with marketing team in execution of coordinated marketing and sales promotion programs and ensure all activities are compatible with the brand's communication strategy and messaging
- Serve as key liaison with marketing agencies; responsible for managing timelines and project deliverables
- Partner with sales to be sure they flawlessly execute against key product line initiative.

Business Tracking and Analysis

- Track monthly sales performance and report on variances to plan.

- Analyze brand performance versus objectives, identify risks and opportunities, and communicate recommendations
- Monitor activities of like-minded companies to determine best practices.

Research Consumer/Category Trends

- Analyze competitive positioning, products, brands, marketing and promotion activities and spending
- Develop reporting tools (utilizing syndicated data sources) to monitor product line and category trends.
- Provide monthly updates on product line performance and communicate key issues and opportunities.
- Identify consumer needs via development, implementation and analysis of qualitative and quantitative research
- Research emerging trends in our industry (i.e GMO, rBST, artificial colors) and create presentations and communication plans for dissemination internally and externally

Renovation/Innovation

- Work with cross functional partners on new product timelines and product development
- Collaborate on package development: positioning, design, copy, etc.
- Assist in creation and execution of launch support plans
 - Create new product launch kits – sales sheets, spec sheets, graphics, new item presentations, sales samples
 - Key liaison with Sales Team for new product launches – manage launch timelines; provide key retailer support; assist in creation of trade marketing plan
 - Collaborate with marketing communications team for new item launch support; provide key messaging for press releases, newsletters; add products to website, webstore, and social media highlights

Requirements:

- 1+ years of brand/product management experience or 3+ years in a consumer marketing role with consumer packaged goods company
- BA or BS college degree, with an MBA from a leading school preferred
- Critical, analytical thinker with a proven ability to develop actionable insights
- Ability to think outside of the box and develop programs that may be new and different, but are on strategy and move performance needles
- Able to lead and build trust across disciplines; demonstrated leadership and strong cross functional collaboration skills
- Ability to prioritize and meet deadlines within specified time constraints and adapt to the unexpected.
- Strong analytical skills: familiarity with syndicated data sources (Nielsen, Spins, IRI) is a plus
- Excellent communication skills (written, verbal and presentation)
- Strong knowledge of word, powerpoint and excel
- Passion for natural and organic products
- Proactive self-starter; with sense of urgency to achieve results
- Quick study, flexible and willing to handle a fast paced, ever changing work environment
- Energetic and level headed, good at problem solving.
- Ability to operate in a team environment with a “can do” attitude