

Manufacturing Company Seeks Home-Based Marketing Manager

About the Position

The Marketing Manager will work to develop and implement marketing and social media plans and programs for the company. The Marketing Manager reports directly to the President and works closely with the President and the Director of Sales on day-to-day marketing activities. Interaction with managers from other departments internally and outside vendors that support the target marketing initiatives is frequent. This is a home-based position with periodic (as-needed) travel to D & D's headquarters in Stephen, MN, nation-wide trade shows and client businesses. The ideal candidate will have excellent communication and organization skills to be able to manage numerous projects with competing deadlines. A strong self-starter with creativity and imagination will thrive in this position.

Primary Responsibilities

Job function #1: Product Marketing

- Responsible for the planning, strategy, testing, execution, analysis and response management for multi-channel marketing campaigns. The detailed integrated plans include: target market, objectives, goals, strategy, tactics, budget and monitoring and measurement.
- Manage any outside external vendors for various ongoing design projects.
- Develop promotions and various unique projects throughout the year.
- Ensure product information is accurate and consistent across various platforms.
- Develop, learn and gain an understanding of industry and business knowledge, including general marketing strategy, customer base, competitors/key differentiators from the competition, products and services and hobby of feeding birds and small animals.
- Analyze existing product sales and offering to identify opportunities to increase sales.
- Study market trends for new product ideas.

Job function #2: Social Media/Web

- Develop, manage and execute a comprehensive web and social media marketing plan, content creation and posting schedule.
- Manage and update Facebook pages and Company website.
- Enhance social media outlets and opportunities to maintain communication and build fan base.
- Develop new partnerships to increase traffic.
- Track and analyze website and social media performance.
- Maintain up to date, cutting edge resources on all new and developing social media strategies and tools.

Job function #3: Graphic Design

- Create various branded marketing designs that inspire, inform or captivates consumers including, but not limited to: retail packaging design, sales sheets, POP, print collateral, trade show booths, etc.

- Partner with cross-functional team members to develop and execute marketing materials.
- Proof ads, packaging, and sales materials.

The candidate needs to possess strong marketing, graphic design and social media skills, the ability to work well with the public, and strong organizational skills.

Personality, flexibility and dedication will be the key to having you fit into our team.

Compensation

The position is a salaried position with opportunity for bonus and commissions. The company offers group health insurance (premium partially paid for the employee), elective dental insurance, company paid short/long term disability, company paid life insurance as well as a 401k plan. There are also 6 paid holidays a year and a PTO accrual program in place. Customary business expenses are reimbursed.

Compensation is \$50,000+ DOE

About the Company

D & D Commodities Ltd. is a national company that manufactures the finest premium nutritional products for caged birds, small animals, wild birds and wildlife. We provide optimum nutrition for all types of pets at prices that offer value to the consumer in the best packaging types and styles available. In addition to the best products, we strive to always provide the best service and support for its customers regardless of size or type.

Minimum Education Requirements / Knowledge / Skills for Marketing Manager

- Passion to understand and participate in the hobby of birding
- Bachelor's degree
- A minimum 2-3 years marketing, social media/web experience with some graphic design knowledge
- Proficiency with Microsoft Word, Excel, PowerPoint
- Experience with Photoshop, Illustrator, Adobe, Google Analytics
- Successful with outlining, managing and performing in multi-tasking environment
- Experience with deadlines for managing projects
- Creative problem solving
- Team-oriented, flexible with positive attitude
- Excellent verbal and written skills
- Ability to build strong relationships with outside partners and possess strong negotiating skills
- Demonstrated sound organizational and coordination skills
- Proven job reliability, diligence, dedication and attention to detail
- Previous experience in Pet industry is a plus, but not required
- Valid driver's license and insurance