



Fulltime Position: Brand Manager
Location: Camarillo, CA

General Description: The Brand Manager will take a leadership role within the marketing department relating to all key brand deliverables for packaging, SKU management, food safety, consumer communication and sales support. This role will serve as a key conduit between Marketing, Sales, Operations, Accounting, and IT as the resident expert on all brand related matters for Houweling's corporately

The successful candidate will bring a minimum of 3-5 years progressive growth in a marketing function within the unique, pressure packed produce industry.

Reporting Structure: The Brand Manager will report directly to the CMO.

Duties:

- Marketing Programing
 - Execute and evolve key strategic brand goals including leveraging Houweling's advantages; locally grown, growing expertise, sustainability and authenticity
 - Maintain annual calendar of events, promotions, advertisements and reoccurring programs with detailed plans and execution reports for continued improvement
 - Tradeshow Plan and Management
- Packaging Management
 - Ensure packaging meets applicable USDA/CFIA and customer labelling requirements
 - Proactively work with suppliers to develop new and re-develop existing packaging formats to meet customer requirements, process improvements, etc.
 - Work with graphic designer on completion of all artwork requirements, including a documented approval and archive process
- SKU Management
 - Lead the request of new item set-up in support of sales and operations for all locations to the finance team for implementation
 - In conjunction with CMO, conduct quarterly SKU movement, margin and segment analysis
 - Identify SKU rationalization opportunities within the brand portfolio
- Food Safety / PTI
 - Update and maintain Houweling's GTIN program at all 3 farm locations
 - Actively participate in audit preparations to support individual site Food Safety Managers with all required documentation and preparations for audits
 - Serve as a conduit between individual Food Safety managers to assist in sharing of information, certifications and best practices
- Brand Asset Management
 - Maintain, identify needs and add to existing product, site, personnel, packaging imagery assets housed on the common drive
 - Manage multiple brand assets including Houweling's primary, alternate and secondary labels

- Annually update and maintain various verifications/certifications, memberships etc. including – Non-GMO Project, PMA, CPMA, BCPMA, United Fresh, etc.



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- Additional Duties
 - Manage inbound consumer communications through various digital platforms
 - Lead customer, vendor and community tours as required
 - Company representative at community and industry functions
- Reporting Requirements
 - Quarterly SKU management report
 - Bi-monthly SKU trend report
 - Post tradeshow reports

Qualifications/Skills:

- Strong communication (written/oral) and relationship building skills
- Able to demonstrate problem-solving skills.
- High level of attention to detail
- Strong time management skills and ability to work with deadlines
- Must be highly self-motivated and willing to learn
- Working knowledge of the Microsoft Office Software Suite
- Experience with Microsoft Dynamics AX or similar ERP
- University/College Degree or substantial equivalent industry work experience