

BRAND MARKETING MANAGER

West Lafayette, Indiana | United States

The Brand Marketing Manager sits at the crossroads of all the internal and interfacing functional teams to drive brand and product marketing strategy forward. We are looking for a highly multi-functional, creative, out of the box thinker with a proven track record in marketing strategy, campaign / event execution and brand & product storytelling.

This person will work closely with the Director of Marketing to develop tactical plans to bring new & existing initiatives to fruition. Position will also lead a TEAM of dedicated individuals to achieve the tasks at hand.

Key Responsibilities:

- Support new product launches, including developing core assets and partnering closely with our marketing and product team to define how these are introduced to the dealer base.
- Develop, procure, and forecast collateral that complements Visual Merchandising & Training and drives the highest engagement across multiple channels.
- Creative writing including product descriptions, blogs, and more
- Provide direct and productive coaching to maximize team impact
- Support national brand campaigns (e.g. product launches, brand building events, and sales support)
- Communicates and adheres to marketing objectives and strategies within Marketing Department and with other departments, and partners before, during and after a marketing project is implemented
- Manages and implements other duties as assigned

The Ideal Individual Will Possess:

- BS/BA in Marketing, Communications or related field
- 3 – 5 years previous experience in Brand Marketing
- Demonstrated managerial, leadership and collaboration skills
- Strong analytical and problem-solving skills
- A high level of initiative and assertiveness
- Project management experience delivering projects from ideation to execution
- Must be enthusiastic, motivated, responsible & have a sense of humor.
- Availability to travel and work weekends or evenings on occasion as required

This is a fast paced, deadline driven, project-oriented environment requiring strong organizational skills, attention to details and the ability to multi-task. If you are interested in a challenging, impactful position, please submit resume with salary history to:

Lafayette Venetian Blind, Inc.
3000 Klondike Road
West Lafayette, IN 47906
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An EOE M/F/H/V

Who We Are:

Lafayette Interior Fashions, www.lafvb.com, is a wholesale supplier of a complete line of interior window fashions including draperies, verticals, wood blinds, shutters, and shading products. We present and package our custom window fashion solutions to independent, high-end retailers, typically in major market areas.
