

## Job Description

Working with the CEO to develop and execute short and long term marketing and communication objectives, goals, strategies and initiatives that support and enhance the overall strategic plan. The VP is responsible for developing our brand architecture and working closely with our VP Business Development to identify and deliver profitable growth by leveraging existing and future portfolios.

A broad ranging experienced marketing professional with retail, Health & Beauty/Dietary and Supplements and or Food/Dairy would all be of interest to us. International would be a plus.

### ***The Position***

- The **VP of Strategic Marketing** will be an experienced consumer marketer with the expertise to provide the information and direction to promote the profitable growth of the Company.
- Key functional responsibilities will include: Marketing Strategy, Branding and Brand Architecture planning, Communications, Product Management and Market and Competitor Analysis. In this position, the VP will lead a new effort focused on creating and optimizing go-to-market strategies and plans, product line extensions, competitive analysis and business development initiatives. Successful candidates will work in a dynamic team-based environment where individual contributions make a difference. This position has solid career potential for a dynamic self-starter. Comfortable with finding and identifying appropriate external and internal resource and working to typical “tight” startup budgets (this is not a P&G style line extension!)

The ideal candidate will have 5+ years experience of successful strategic planning and analysis, consumer goods brand/product management, and initiative execution and 10+ years marketing experience.

### ***Key Long Term Objectives***

- To create a formidable corporate image by being pedantic about every aspect of our image and driving plans that earns recognition as an innovator in the world of marketing. You will see national TV as an easy and expensive option, and will instead be passionate about finding better ways to energize consumers that in turn influence shoppers and retailers (same “pull” logic for B2B customers). Likely to mean innovational “campaigns” and solid digital/social/viral marketing.
- To create an architecture of brands and brand missions from primary (Creatabrand) secondary (tbd) and tertiary (tbd) brands such that tertiary brands could be built (creat-a-brand) or sold off depending on our strategic focus, but in either case plans are to add value to primary and secondary brands and overall enterprise

### ***Responsibilities***

- Sizing vertical and geographic markets and opportunities
- Marketing strategy and planning and reporting 1,3,5 year.
- Working with and supporting sales activities and teams with market insights and competitive analysis
- Defining and documenting product development plans
- Driving innovation pipelines through technology platforms and proactive packaging strategies
- Management and development of Marketing Assistant
- Creation of team within agreed budgets
- External vendor/creative agency management

## Desired Skills & Experience

### ***Required Skills***

- Strategic planning and analysis
- Marketing research, customer, shopper, user insights
- Product line management
- Brand management
- Proactive, with ability to self-direct through multiple concurrent projects

- Effective communication and interpersonal skills with a proven ability to work with cross-functional teams
- Creativity and vision

Leadership and management (of employees, projects and agencies)

***Plus Points***

- International (Europe, Asia Pacific)
- Understanding of demographic targeting
- Store clustering
- Merchandising