

JOB POSTING

Job Title:	Product Marketing Manager
Department:	Marketing
Reports to:	Directors and Up
Starting Salary:	DOEE
Date of Posting:	March 22, 2018
Job Description:	Works to enhance product awareness by generating PR, educating professionals, consumers and retail associates, writing marketing collateral, creating educational pieces, setting up consumer lectures, managing programs, and working on special projects.
Job Duties:	
Awareness:	Generates media mentions and placement in articles, networks with relevant writers, and helps create positive features.
Education:	Organizes and delivers consumer lectures, creates educational slides and materials, organizes and presents educational programs. Works to coordinate and distribute content to health care professionals.
Marketing Collateral and Content Creation:	Writes a variety of marketing pieces including print ads, blog posts, articles, email pieces, and press releases.
Program Management:	Sets up programs and manages campaigns including lectures, educational programs, mailers, tradeshow, advertisements, professional outreach and other programs.
Reports:	Presents monthly reports to executives on program progress and return on investments.
Special Projects:	Works on a variety of special projects as needed.
Market Research:	Studies competitive landscape on new products, pricing and trends in the marketplace.
Innovation:	Contributes to new products or promotional ideas.
Other:	Performs any other related duties, as may be required, including travel.
Job Requirements:	<ul style="list-style-type: none">• Bachelor's Degree in Business, Marketing, Science or related courses required; Master's Degree preferred.• Nutritional supplement experience preferred.• Excellent verbal and written communication skills• Positive attitude• Detail-oriented• Self-starter
Job Status:	Full-Time / Exempt
Schedule:	Day [Flexible]
Benefits:	Health, Dental, Vision, 401-K (after successfully completing the required introductory period)

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee must be able to take on moderate levels of traveling via plane, train, car or other mode of transportation with potential for long periods of standing, sitting, or walking. The employee frequently is required to reach with hands and arms, use hands and fingers to handle controls, computer and mouse; talk and hear. The employee is occasionally required to walk, stand, stoop, and lift as required to file documents or store materials throughout the work day. Specific vision abilities required by this job include close vision and the ability to adjust focus. Proper lifting techniques required. May include lifting up to 25 pounds for files, computer printouts, or finished goods on occasion.

We are an equal opportunity employer.