



## Director of Marketing

Impact Confections is a high-growth confectionary company producing the fastest growing Sour Brand in the U.S. The company offers a balanced mix of everyday and seasonal candies through its two leading complementary brands, WARHEADS® and Melster® Candies. The company is poised for substantial near-term growth as it continues to build momentum with leading U.S. and international retailers across key distribution channels. Impact Confections located in Janesville, Wisconsin, and is seeking a **Director of Marketing**.

### Overview

Plans and directs strategic marketing of organization's products and services.

### Key Responsibilities

- Establishes strategic marketing plans for products and services.
- Develops and executes comprehensive marketing plans and programs, both short and long range, to support sales and revenue objectives of organization.
- Researches, analyzes, and monitors financial, technological, and demographic factors to capitalize on market opportunities and minimize effects of competitive activity.
- Develops and manages marketing operating budget.
- Plans and oversees advertising and promotion activities including print, online, electronic media, and direct mail.
- Serves as liaison with outside agencies on ongoing promotional campaigns.
- Oversees development and production of promotional materials.
- Develops and recommends product positioning, packaging, and pricing strategy to produce the highest possible long-term market share.
- Achieves satisfactory profit/loss ratio and market share in relation to preset standards and industry and economic trends.
- Ensures effective control of marketing results, and takes corrective action to guarantee that achievement of marketing objectives falls within designated budgets.
- Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
- Monitors competitive products and marketing activities.
- Resolves conflicts and facilitates changes in structure of marketing group to ensure objective fulfillment and swift response to marketing problems and opportunities.
- Conducts marketing surveys on current and new product concepts, and provides feedback for future product development.
- Guides preparation of marketing activity reports and presents to executive management.
- Establishes and maintains a consistent corporate image throughout all product lines, promotional materials, and events.

### Qualifications

The ideal candidate will meet the following qualifications:

- Bachelor's Degree in Marketing or another related field and 10+ years of related experience and/or training.
- Prior experience working with seasonal products in the Consumer Packaged Goods (CPG) industry.
- Working knowledge of Microsoft Office with proficiency in Word, Excel and Power Point.
- Highly experienced in working with industry data; leveraging IRI or Nielsen data.
- Excellent understanding of consumer marketing.
- This is a "hands –on" role, must be able to create and execute
- Highly experienced with social media, on-line advertising/marketing and television advertising
- New product development experience
- Strong agency relationships
- Excellent leader and team builder

Impact Confections provides a competitive salary and benefits package including 401(k) with company match, medical, dental and life insurance, flexible spending accounts, and short- and long-term disability insurance. If you can perform the key responsibilities and meet the qualifications above, are self-motivated, have a desire to make an impact on the business, and enjoy working in a collaborative, fast-paced, fun environment, please apply online with your resume and salary history/requirements.

Impact Confections is an Equal Opportunity Employer and Drug Free Workplace.