

# THE KINGSWOOD COMPANY

OUR PRODUCTS. YOUR LABEL. SPARKLING RESULTS.

## ABOUT THE KINGSWOOD COMPANY:

The Kingswood Company is a 60-year-old company and a leading consumer products manufacturer located in Columbus, OH. We serve some of the best-known retailers and brands in the world, and are seeking qualified candidates for a newly created position of **Brand Coordinator!**

Launched in 2019 and selling over \$1.5 million at retail in its first full year, this CPG brand has the right products, management support and foundation to grow exponentially. **We don't need SharkTank – we need a Brand Coordinator!!!** Our company is an industry leading, global, consumer products manufacturer that is looking for our next superstar who is ready, willing, and able to do what it takes to help us grow this brand to its next level.

We are currently selling in 500 retail stores across North America, and have already been awarded another 500 doors in the next quarter. With a goal of growing both traditional and e-comm channels, we need a candidate that is an excel ninja, with major analytical skills, an affinity for digital marketing, project management cred and the energy to keep up with today's ever-changing retail demands.

Growing our business in the "Fortune 1" is an opportunity for major development and growth – not just for our company, but also for this candidate. Join our team, and see your efforts directly influence and contribute to the growth of a product that is already in over 250,000 homes in North America – and we are just getting started!

## PRIMARY DUTIES:

Key elements of the job are:

- analyzing competitive positioning, products and brands and spending
- developing, planning and executing digital marketing and advertising strategies to increase brand sales, with the support of our in-house design team
- working closely with our in-house team to produce creative digital content that will drive sales
- collaborating with our in-house creative team to make packaging modifications that will drive increased sales in our current channels
- researching the competitive marketplace to understand, react and drive brand positioning and dominance
- analyzing sales data available through our vendor portal
- (re)evaluating how the brand can appear to a wider consumer base.

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## DAY-TO-DAY RESPONSIBILITIES:

### Sales Data Analysis and Sales Support:

- Utilization of the vendor portal to gather relevant sales data, running reports to identify both high and low performing stores and skus, and opportunities for improvement across all stores, and other analysis to drive sell through and improved performance.
- Developing a thorough understanding of our vendor portal in order to stay up-to-date on all compliance, distribution and other requirements mandated by our customer.
- Participate in all meetings with buyers and our management team, focusing on new products, mod-design, sell-through, replenishment and growth opportunities.
- Prepares annual sales forecasts by sku, and conducts forecast-to-actual analysis on a periodic basis, identifying issues and solutions

### Marketing Strategy & Execution

- Plan and manage social media strategies, using the talents of our in-house design and creative team.
- Creating/Reviewing and posting content that is strategically aligned with brand voice and sales initiatives
- Prepare periodic and accurate reports on overall performance of our marketing efforts in order to effectively determine strategy success, and adapt and modify as needed.
- Assist with product management and product development projects.
- Offer data-driven insights into the design of retail packaging
- Continuously monitors business and brand health performance using internal and external data resources to identify issues and opportunities to drive both brand development and volume performance.

### SEO / SEM:

- Oversee all aspects of our digital marketing.
- Optimize brand website and partner online product listings for SEO.
- Create and execute strategies to drive improvements in our brand SEO both on the brand site and on other non-owned sites.
- Evaluate important metrics that affect our website traffic, and utilize data to drive decisions and improvements in site performance.
- Oversee and execute the day-to-day customer acquisition and brand campaigns across all SEM platforms.
- Create and execute strategies to drive increases sales through effective SEM utilizing Facebook, Google, YouTube, and other online options
- Develop and monitor campaign budgets for Facebook and Google advertising, email marketing, etc.

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## QUALIFICATIONS:

Our Brand Coordinator will offer a demonstrated ability to:

- Run efficient and effective meetings.
- Effectively communicate clear decisions, next steps, and accountability in verbal and written form, using strong presentation skills
- Offer instinctive intellectual curiosity, with the drive to ask questions and learn more.
- Have the ability to think big, delivering innovative strategic solutions (with a nod to a limited budget).
- Interpret and present data for executive-level presentations.
- Be the “Voice of the Shopper” in all marketing meetings, demonstrating a level of understanding of the habits, needs and purchasing habits of our current and target customer.
- Bring thoughtful perspective, based on data, that will help shape brand initiatives and go-to-market strategies

The ideal candidate for this position will possess the following:

- Bachelor’s degree in business, marketing, or data analytics
- 2+ years of relevant brand marketing or analysis experience
- Proficient in Microsoft Office, specifically Excel (pivot tables, v-look ups)
- Experience in CPG industry, preferably in cosmetic or jewelry products is a plus
- Experience that has developed strong analytical skills, attention to detail, and financial acumen
- Strong personal and interpersonal skills
  
- Knowledge of marketing and consumer promotions
- An advanced working knowledge of search marketing (e.g. Google, YouTube, Facebook, etc.),
  
- Experience with Google Ads **Expert Mode** a plus

## POSITION TYPE:

Full Time: **45+** hours per week.

Office Hours are Flexible, ideally between 9 AM and 6 PM, Monday – Friday.

Hours worked will be on-site, in our office, located off 670 East, near the airport. No travel required. No telecommuting.

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Our office will be moving to a new spacious facility in April of 2021 off 71 and Greenlawn!

**SALARY LEVEL/COMPENSATION:**

Compensation is \$50,000 – \$65,000 per year, plus incentive compensation.