

CAREER OPPORTUNITY

RETAIL MARKETING MANAGER / SENIOR BRAND MANAGER Marketing Department

U.S. Highbush Blueberry Council (USHBC)
FOLSOM, CALIFORNIA

SALARY: \$110,000–\$130,000 DOE/DOQ *REMOTE WORK OPPORTUNITY*

USE YOUR SKILLS AND EXPERIENCE IN CONSUMER MARKETING TO HELP SHAPE THE BLUEBERRY INDUSTRY! The U.S. Highbush Blueberry Council (USHBC) seeks a Retail Marketing Manager/Senior Brand Manager (Brand Manager) to oversee impactful campaigns aimed at promoting blueberries across all channels. The Brand Manager will review, edit, and approve marketing campaigns while offering valuable feedback to creatives on branding consistency. This role involves analyzing market trends, consumer behavior and competitive landscapes to identify opportunities for brand positioning and differentiation within the agricultural market. The Brand Manager role requires an in-depth understanding of marketing metrics and analytics, such as page views and conversion rates. They will think critically about the role marketing plays in building the long-term value proposition of a product.

The ideal candidate will demonstrate versatility in multiple areas, including consumer, eCommerce, and digital and social media marketing. Strong analytical skills, coupled with excellent communication, presentation and interpersonal abilities are essential. The Brand Manager will demonstrate strategic thinking, creativity and a passion for driving brand growth! The successful candidate will be able to immediately and seamlessly handle this position's responsibilities. Grow your career as you contribute to the growth of exciting marketing initiatives—**apply today!**

the organizations

While this position will oversee the marketing efforts of the USHBC, staff is centralized between two collaborating organizations: the USHBC (U.S. Highbush Blueberry Council) and the NABC (North American Blueberry Council). Between both organizations, there are 13 total staff members and an annual budget of \$14+ million. Both councils' board members are located across the U.S., with the business offices located in Folsom, California.

The USHBC supports blueberry growers throughout the Americas and supports the health of the blueberry industry by educating, researching, and driving consumer demand. It also improves grower and handlers' participation to advance the blueberry industry's goals, and initiates activities that increase demand for highbush blueberries.

The NABC is a membership organization that champions the success and profitability of the highbush blueberry industry. The council encourages cooperation among international blueberry communities; provides members with timely, market-relevant data and information on industry best practices; and advocates on behalf of the blueberry industry in Washington, D.C., and beyond.

the office

WHILE THIS CAN BE A FULLY REMOTE POSITION, the USHBC's organization headquarters are located in scenic Folsom, California. Just 30 minutes from Sacramento and two hours from the Bay Area, Folsom offers a mild climate year-round to enjoy a myriad of outdoor activities, cultural events, shopping and dining. The area's history is filled with Gold Rush-era greatness, Johnny Cash and preservation of its nature and arts. With a historic downtown, proximity to a multitude of recreational activities, including hiking, biking, horseback riding, water skiing, boating and camping at the 20,000-acre Folsom Lake Recreation Area, Folsom is a vibrant community that ties together Old-World charm with modern amenities and proximity to world-class urban centers. The city has an approximate population of 81,000.



the department

THE MARKETING DEPARTMENT IS OVERSEEN by the Vice President of Global Marketing and Communications and consists of five team members, including the Director of Communications, the Senior Director of Health Research and Nutrition, the Director of Global Business Development, the Communications and Digital Content Coordinator, and the Retail Marketing Manager/Senior Brand Manager. This Department partners closely with the Communications Department to share responsibilities of branding, marketing and evaluating the value of the USHBC. The Marketing Department collaborates with an outside digital agency to create omni-channel strategies for marketing blueberries to consumers.

MARKETING BLUEBERRIES

Check out what USHBC is doing to promote the future of blueberries:

PODCAST: THE BUSINESS OF BLUEBERRIES. Learn about markets, management, research and the future of blueberry industry! Listen to the USHBC's official podcast **The Business of Blueberries**.

VIDEO ADS: A BOOST OF BLUE. USHBC's video ads drive consumers across the entire path to purchase, including online and in-store shopping, to **Grab a Boost of Blue**.

NEWSLETTER: BEHIND THE BLUE. Subscribers get a boost of blueberry inspiration directly in their inbox! Over 1,500 blueberry industry stakeholders receive the **"Behind the Blue" Newsletter** every week.

CLICK
LINKS

the job/ideal candidate

THE BRAND MANAGER WILL DRIVE consumer engagement and retail demand, making blueberries a household favorite across the continent while leading innovative marketing initiatives and contributing to the growth of the agricultural industry in North America. In this dynamic and strategic role, the Brand Manager will spend much of their time working in consumer marketing (digital campaigns) and retail/shopper marketing (working with major retailers), with the remainder of their time spent in eCommerce (SEO and campaigns in apps such as Instacart) and overall brand strategy.

This position reports to the Vice President of Global Marketing and Communications and oversees the creative work of an external marketing agency. While the Brand Manager does not personally design or develop creative assets, it is critical that they have foundational knowledge of brand voice, branding design and creative messaging to successfully oversee the creative work of agencies and service providers. They will also understand target audience behaviors and how to effectively drive engagement. This position will collaborate closely with agency staff to develop and run multi-channel efforts, including paid digital strategies, TV advertising, social media content creation and marketing for members. The Brand Manager will be responsible for developing and utilizing consumer marketing and retail promotions strategies, effectively using data insights and customer analysis. They will have an established background in understanding and implementing key marketing data across consumer, retail and eCommerce channels – including ROAS (return on ad spend), share of search, keyword strategy analysis and SEO data; as well as syndicated CPG data, including IRI, Nielsen and SPINs/Circana. The Brand Manager will also work alongside the Trade & Shopper Marketing Manager to ensure integration of the trade calendar, establish KPIs and evaluate the effectiveness of each campaign. The Brand Manager will generate purchase orders and track budget spend across marketing channels. They will demonstrate excellent judgment as they assess areas for expanding or reducing advertising expenditures.

The ideal candidate for this role is a skilled and innovative marketing professional with a forward-thinking approach. They should aim to evolve from executing daily tasks to becoming a strategic leader within the organization. A background in a like organization and/or agriculture is not required but is helpful, particularly in the beginning stages of this role. More important than an industry background is demonstrated functional background and versatility of the candidate across brand/category marketing, shopper marketing, digital marketing and ecommerce ad buying/creating, irrespective of industry.

THE IDEAL CANDIDATE
will demonstrate
the following core
competencies:

Creativity:

Seeks new and innovative ideas, suggests changes, and identifies areas for audience engagement. Explores new channels and campaign strategies.

Results

Orientation:

Uses data to improve key performance indicators and report results.

Collaboration:

Works closely with organization staff, executive leadership and marketing agency staff to ensure timely and efficient completion of branding development work and marketing initiatives.

Organizing and Planning:

Demonstrates exceptional organizational skills in managing projects, assessing budgets and approving creative work.



EMPLOYMENT STANDARDS

Education: Bachelor's degree required in related fields (Business, Marketing, Advertising, etc.).

Experience: 5–7 years of experience in consumer/ shopper marketing or ecommerce. Agency management experience plus expertise developing and executing marketing campaigns required.

HIGHLY DESIRED

Education: MBA or master's degree required in related fields (Business, Marketing, Advertising, etc.).

Experience: CPG industry experience and/or Agriculture experience.



salary + benefits

The annual salary range is: **\$110,000–\$130,000 DOE/DOQ**, plus a generous benefits package that includes:

RETIREMENT. After one year of service, retirement funds are deposited monthly directly to an accredited retirement fund of the employers choosing at a rate of 7.5% of yearly income.

MEDICAL/DENTAL/VISION INSURANCE. Coverage for employee only.

VACATION. Commensurate with years of service.

SICK DAYS. Five days of paid sick time upon start; total 10 days per year after one year of service.

PAID HOLIDAYS. 11 per year.

***REMOTE WORK OPPORTUNITY:** Hybrid or Remote candidates will be considered in the Pacific, Central, and Mountain Time Zones!*

how to apply

For first consideration, apply by **MARCH 29** at:



WBCP JOB BOARD

SECURE THE DATES

Qualified candidates will be interviewed as they apply. Interviews will be held in **early- to mid-April 2024.**

Please contact your recruiter, Levi Kuhlman, with any questions:

866.929.WBCP (9227) toll free
541.664.0376 direct
levi@wbcpin.com

