



JOB TITLE: Sr. Brand Manager – Muscle Milk
DEPARTMENT: Marketing
REPORTS TO: Director of Marketing – Brand Manager
POSITION: Non Exempt

JOB SUMMARY:

The Senior Brand Manager is a seasoned professional that has demonstrated success in areas of brand strategy, brand management and innovation. They oversee strategic planning, research and product development, brand management and financial reporting. The Senior Product Manager leads cross functional teams in the day-to-day business management of large and complex brands.

Essential Functions:

The Sr. Brand Manager has the following key responsibilities for the Muscle Milk brand:

- All new product development and innovation
- Consumer research and consumer insights
- Brand P&L and gross margin management
- Pricing and pricing strategies
- Liaison to sales teams
- Analysis of consumption data, category trends, and competitive activity
- Coupon management, in-store promotions, and collaboration with customer/shopper marketing
- Packaging develop, improvement, and collaboration with internal and external design teams
- Product improvement and cost reduction
- Long term and strategic planning

The Sr. Brand Manager is the product expert. They lead the consumer research and product development process, and provide guidance to the company on current and future innovation. The Senior Product Manager is responsible for leading cross-functional teams and managing the day-to-day activities for their brands to meet established timelines and deliver on key business needs. The Sr. Product Manager acts as the project champion for all projects that their team members are working on. This would include: NPD projects, consumer research, packaging design, product improvements, cost reduction, and any other special projects. The Senior Brand Manager translates consumer insights into the development of new ideas and products. They identify, create, and execute powerful ideas that build relevance and motivation for our brands. They lead and work with cross-functional teams including; R&D, purchasing, operations, packaging, finance, IRI, marketing and sales.

The Senior Brand Manager is responsible for the management of larger and more complex brands and businesses within the division. A typical incumbent would be quite comfortable making recommendations to drive and redirect the business. This incumbent is driven, passionate, creative and strategic who will be comfortable managing an influencing multiple stakeholders and working in fast-paced, dynamic environment. Because this role will charter new territory for the brand, the role requires strong leadership, strategic thinking, and relationship-building skills as well as solid foundation in product innovation and consumer insights.

Requirements:

- At least 5-8 years of marketing experience
- Demonstrated strength in marketing competencies with particular strength in position, brand development, innovation and project leadership.



- Ability to work in conditions which include multiple and conflicting priorities and specific time constraints
- Prior experience leading and developing product innovations
- Comfortable with ambiguity
- Possess a can-do attitude with high level of initiative
- Must be able to translate consumer research to actionable insights in order to address business challenges.

CytoSport Inc., is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, age, religion, gender, gender orientation, gender identity, national origin, disability, or veteran status.