



Employment offer

Title: Marketing Brand Manager (1340)

Workplace: Rochester/Greece – New York

Company background:

Geloso Beverage is a medium-size business beverage importer. We offer a broad-based portfolio of beverages in key categories.

Position description:

The successful candidate will be working closely with our marketing team to develop and implement marketing plans and strategies for our brands. This person will collaborate with other marketing team and sales team members to assist in development of all marketing activities across the US. This will include areas of POS development, sales support materials, and social media. The candidate will have to:

- Develop and create a content calendar for all marketing programs
- Participates in managing of promotional campaigns in the field and social media
- Provide Field sales support for all aspects of marketing
- Visit Markets and establish market-specific programs
- Keep POS needs updated, including downloads to Distributor support site
- Development of POS and other promotional materials
- Responsible for negotiating with our suppliers, purchase of promotional premiums.

Requirements:

The candidate must have:

- Bachelor's degree in communication/marketing required
- Must have a least 2 years of experience in marketing, communication or publicity-related area (preferably in the beverage industry) and familiar with a variety of the communication concepts, practices and procedures
- Very strong language skills both oral and written in English
- Knowledge of Creative Software (Photoshop, Illustrator)
- Advanced knowledge of Microsoft Office.
- Willingness to travel periodically
- Beverage and/or CPG experience a plus.

Please forward your resume to: hr@groupeomni.com

Please indicate reference #1340.