

Position: **Associate Brand Manager (Marketing - Wholesale and Private label brands)**
Location: **Appleton, WI**
Reports to: **Director, Sales and Marketing**
Hours: **Full time**
Website: www.Water-RightGroup.com

If you are seeking a position with a stable and profitable company, where you can be a member of a high energy, family oriented team, then Water-Right is the company for you.

Water-Right, Inc. serves a very select customer base in markets of the water treatment industry, whose primary focus is to offer the best solutions for the consumers water treatment needs. We provide "value-added" products, tools, and support programs designed to best assist the customer in growing a successful business.

Scope of Responsibility:

Our associate brand manager's responsibilities include supporting market strategies for our product brands distributed through wholesale, creating a positive image for the brand, and participating in the creativity of sales related campaigns. This position will coordinate with the sales department, assist with the media advertising schedule and budget, support the brand's long-term strategy, and evaluate product positioning. Most importantly, as part of this team, you will join talented sales & marketing individuals and work collaboratively with our Technical Service, Customer Service, Production Managers, Purchasing, and business management personnel.

Essential Duties and Responsibilities

- Coordinates, designs, and produces a variety of branded marketing material which may include, but not limited to: brochures, print and digital ads, trade show graphics, newsletters, e-mail communications, instruction manuals, product labels, website graphics, and promotional materials for our dealer base.
- Provide marketing and design support for our wholesale customers as needed.
- Able to collaborate and work well with our inside team and outside marketing agency to ensure 'big picture' marketing initiatives and projects are organized and launched in a timely manner.
- Must be extremely proficient with creative work and proactively oversee projects from concept to completion.
- Manage internal and external communications to ensure successful representation of our wholesale product line and custom-engineered equipment across all media.
- Co-manage social media posts and outreach of several corporate pages (Facebook, LinkedIn and YouTube).
- Co-manage and update product and corporate websites with Word Press.
- Work collaboratively with our content marketing team.
- Able to work well with outside vendors, obtain quotes and pricing, and place orders through purchasing as needed.

Qualifications

- Bachelor's Degree in either graphic arts or marketing communications, or equivalent experience.
- Excellent knowledge and understanding of marketing trends and product branding.
- Good planning and organizational skills.
- Well-developed interpersonal communication skills.
- Ability to meet deadlines and perform independently while managing multiple projects.
- Ability to collaborate within a team environment.
- Proficient with Adobe Creative Cloud graphic design software and standard Office products.
- Solid work ethic while maintaining a professional appearance and manner.

Benefits

Water-Right is a growing company that offers a competitive benefits package after 60 days to all full-time employees, such as health and vision insurance, life insurance, 401K, PTO time, HSA account, Flexible Spending Account, and inter-company events and programs. Additional benefits such as bonuses are typically paid at the discretion of management and are based on company performance.

To Apply

Please mail or e-mail your resume to:

Water-Right, Inc.
Attention: Melanie Jayjack
1900 Prospect Court
Appleton, WI 54914

E-mail: melanie.jayjack@water-right.com

On Our Website:

You can upload your resume on our [website](#).

LEARN MORE

To find out more about Water-Right Group companies, brands, innovations, and markets, visit our new company website at www.water-rightgroup.com

"If you're hard working and thrive in a fun and challenging environment, consider Water-Right."

Kurt Gruett, President