

Position: **Associate Brand Manager (Marketing, Dealer-Direct Brands)**
Location: **Appleton, WI**
Reports to: **Marketing Department Manager**
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. Our primary focus is to offer the best solutions for the end consumers water treatment needs while developing resources to support our dealer network. We provide "value-added" products, tools, and business programs designed to best assist the customer in growing a successful business.

Scope of Responsibility:

The Associate Brand Manager's responsibilities include developing and supporting market strategies for our Evolve and WaterCare product brands distributed through an exclusive dealer network, creating a positive image for the brands. This position will coordinate closely with the sales department in the creativity of related campaigns, assist with the media advertising schedule and budget, support the brand's long-term strategy, and evaluate product positioning. The position also requires working collaboratively with our Technical Service, Customer Service, Production Managers, Purchasing, and business management personnel to properly implement and manage the collateral developed into the company-wide procedures.

Essential Duties and Responsibilities

- Coordinate, design, and produce a variety of branded marketing material which may include, but is not limited to: brochures, print and digital ads, trade show graphics, newsletters, e-mail communications, instruction manuals, product labels, website graphics, and promotional materials.
- Able to collaborate and consider the overall corporate marketing objectives to ensure the brands are progressing in alignment with 'big picture' corporate initiatives.
- Update public facing product websites and associated dealer database using a custom content management system.
- Proactively overseeing projects from concept to completion.
- Work with the customer base directly on special project requests in a professional and courteous manner.
- Manage internal and external communications to ensure successful representation of the branded product lines.
- Co-manage social media posts on multiple corporate pages (Facebook, Instagram, LinkedIn and YouTube).
- Work collaboratively to provide our outside content marketing team direction to align their efforts with corporate strategies.
- Able to work well with outside vendors, obtain quotes and pricing, and place orders through purchasing as needed.
- Help coordinate special events hosted to support the branded product lines
- Effectively manage working design files on a shared server space

Qualifications

- Bachelor's Degree in graphic & marketing communications related field, or equivalent experience.
- Exhibit a keen eye for page layout and other creative comprehension.
- 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 Microsoft 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-Line:

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 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