

Kentucky Performance Products, a leading US supplement company, is searching for a Marketing Manager to develop, implement and execute strategic marketing plans for the Company and its brands. The manager will play a critical role in aligning creative direction with the company's strategic goals.

Marketing Manager Roles & Responsibilities

- Oversee all marketing campaigns for the company and its brands
- Ensure the company is communicating the right messaging to attract prospective customers and retain existing ones
- Updating senior leadership on the progress of marketing activities and reporting on the results of campaigns

Day-to-Day Duties

- Coordinate creative staff comprised of graphic designer and freelance writers
- Collaborate with media organizations and advertising agencies
- Brainstorm ideas for new campaigns
- Coordinate with the sales team and other departments to produce effective strategies
- Monitor current campaigns, ensuring their staff meets deadlines and complete necessary tasks
- Analyze data to evaluate the success of their marketing efforts and come up with new ideas to improve brand marketing and exposure

Education Requirements

- At least a Bachelor's degree in marketing, communications or other related field.
- 5 to 7 years of experience in the equine industry

Marketing Manager Essential Skills

- Comprehensive understanding of the equine market, in both traditional and emerging channels
- Ability to think creatively and innovatively
- Analytical skills necessary to forecast and identify trends and challenges
- Excellent verbal and written communication skills.
- Budget-management experience.
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc
- Professional judgment and discretion

Salary and Benefits

Health benefits, PTO, sick days, and company matched 401K up to 3%.
Competitive salary based on experience and qualification.

Please submit resume and cover letter to info@kppusa.com