



MARKETING MANAGER

REPORTS TO: C.M.O.

FLSA STATUS: Salary–Exempt
DEPARTMENT: Marketing

TOTAL COMPENSATION RANGE: \$50,000-\$60,000 + Bonus
LAST UPDATED: 7/25/21
LOCATION: Chattanooga, TN

ABOUT THE DOUBLE COLA COMPANY: The Double Cola Company was founded in Chattanooga, TN in 1922. And ever since then, we've been proud to offer refreshingly different products to people throughout the country—and all over the world. We are a parent company with a dedicated and passionate group of bottlers and distributors who help us to produce our one-of-a-kind family of brands, including Double-Cola, Ski, Jumbo, Chaser, Double-Dry, Oranta, and Quad Energy. Our goal is for everyone, everywhere, to be able to enjoy our products each and every day—so the whole world can know what it's like to taste something refreshingly different.

POSITION SUMMARY:

The Marketing Manager will be in charge of overseeing the promotion of our company's brands. As a successful hire, you will be responsible for developing product strategies, identifying new customers, supporting lead generation efforts, and creating promotions with our sales managers. You will also be tasked with developing budgets and expenditures, as well as developing and managing our company's advertising campaigns. To be a successful hire, you will need proven prior experience with creating marketing campaigns and strategies, as well as online marketing and social media strategy. A bachelor's degree in marketing or business administration is a must.

KEY RESPONSIBILITIES:

- Identifying new customers.
- Supporting sales and lead generation efforts.
- Creating promotions with advertising managers.
- Understanding and developing budgets, including expenditures, research and development appropriations, return-on-investment and profit-loss projections.
- Compiling lists describing our organization's offerings.
- Developing and managing advertising campaigns.
- Organizing company conferences, trade shows, and major events.
- Building brand awareness and positioning.
- Evaluating and maintaining a marketing strategy.
- Directing, planning and coordinating marketing efforts.
- Communicating the marketing plan.
- Developing each marketing campaign from start to finish.
- Researching demand for the organization's products and services.
- Evaluating competitors.
- Handling social media, public relation efforts, and content marketing.

REQUIREMENTS and SKILLS:

- Experience with creating a marketing campaign, marketing strategy, and marketing plan.
- CPG experience
- Experience with online marketing, including social media, and content marketing.
- Understanding of public relations.
- Advanced communication skills.
- Ability to quickly adapt to change.
- Ability to consistently meet deadlines

EDUCATION:

- BS degree in Business, Marketing,

EXPERIENCE:

- 3-5 years proven consumer packaged goods marketing experience