

## Senior Brand Manager New Categories

### Description

ABOUT DSC: In 2011, we didn't just disrupt the entire shaving industry; we revolutionized it, shattering conventions with a viral video sensation that became the gold standard for humor in advertising. Our trailblazing direct-to-consumer model didn't just pave new paths—it bulldozed age old industry giants, minting us as a force to be reckoned with. Dollar Shave Club crafted not just products, but experiences. We made shaving not suck by cutting out all the unnecessary BS that's been upsold to guys for decades. We continued to make great f\*\*king blades and also became the geniuses behind tons of dude-centric products like Ball Spray, offering solutions to problems men didn't know they needed. Today we continue to expand our international grooming arsenal, and hold fast to the disruptive DNA and irreverent humor that catapulted us to fame. Our global expansion and presence in tens of thousands of retail stores are testaments to our commitment to make the hairy globe a little smoother. Stop wasting time not working for us and come join the club!

ROLE SUMMARY: This role is leading growth in innovation for new audiences and new categories. Equal parts commercial marketer and physical product marketing manager; you are as comfortable with brand building and building brand campaigns as you are analyzing competitive white space for new product innovation. Responsibilities include business and brand stewardship, strategic planning, brand/product communication, product portfolio management, and product launch go-to-market planning and execution. Everything we do on the marketing team is in service of building a strong and loyal consumer base. In the spirit of agility and maintaining our "start-up" culture, this role requires the ability to think both strategically and creatively for all innovation projects. This role requires a depth of technical knowledge in CPG product innovation & brand building as well as a bias for being business minded, data driven, consumer centric and results orientated. This role plays a vital role in our overall marketing efforts including various aspects of positioning, creative briefing, messaging/comms strategy, digital marketing, market analysis and performance measurement. If you're a resourceful, innovative, analytical and creative marketer with a knack for getting sh\*t done, we want YOU.

RESPONSIBILITIES: Lead brand building & go-to-market campaigns by contributing consumer-insight driven, breakthrough strategies and briefs, ensuring flawless consumer experience across all media touchpoints. Lead the development of the innovation pipeline to support our 3-year strategic plan. Leads all phases of formula development and new product innovation in partnership with Product Development & SC, driving entire new product development process. Leverage consumer insights; translate insights into winning concepts and initiatives. Leads internal communication and collaboration with cross-functional partners as it relates to product briefs, innovation strategy, evaluation / validation, artwork, regulatory deliverables as well as product positioning and commercial planning. Own pricing process to ensure P&L targets are achieved. Develop thoughtful go-to-market strategies and briefs anchored in customer insights and an understanding of competitive/macro landscape. Foster high functioning working relationships with cross functional teams including creative, consumer insights, and channel teams to bring breakthrough and insight-based creative communications strategies and campaigns to life. Drive decision-making through a spirit of business ownership — contributing a clear financial understanding of the business. Assess the continuous evolution of the competitive landscape, consumer insights, new societal trends, and culture. Collaborate with key cross-functional teams including creative to deliver winning product launch campaigns.

REQUIREMENTS: Bachelor's Degree Required 5-7 years of

### Hiring organization

Dollar Shave Club

### Job Location

Marina del Rey, California, United States

### Base Salary

\$ 65000 - \$ 110000

### Date posted

June 4, 2024

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experience in Brand Management role Experience owning a product portfolio for multi-channel strategy, including Retail, DTC and Amazon highly desired Combination of Retail, DTC and Amazon experience highly desired with understanding of full funnel metrics across digital marketing Proven track record of planning and executing go-to-market launch campaigns for new products, with ability to communicate benefits and positioning across the marketing funnel. Experience with national creative campaign development and brand equity tracking Brief writing and creative feedback Experience working with internal and external creative teams and agency partners Experience in CPG innovation marketing Experience with commercial marketing (launch campaigns, product positioning and communication strategy) Experience managing direct reports Strong leadership, influence, organizational and project management skills Ability to manage multiple projects and timelines with a sense of urgency and accuracy Strong financial management skills Strong communication, attention to detail and organizational skills Exceptional interpersonal, communication, cross-collaboration, and team skills Highly organized and detail-oriented High level of passion and initiative Ability to solve problems proactively both independently and as part of a team Experience in using consumer insights and data to drive decision-making Action oriented and results focused Excellent cross-functional team member POSITION TYPE: This is a full-time exempt position. WORK ENVIRONMENT: This position is hybrid, often working in our HQ office located in Marina Del Rey, or fully remote. SALARY: \$130,000-\$160,000 + Bonus Dollar Shave Club is an Equal Opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, sexual orientation, gender identification, national origin, disability, or protected veteran status. Reasonable Accommodation: Dollar Shave Club provides reasonable accommodation so that qualified applicants with a disability may participate in the selection process. Please advise us of any accommodations you request in order to express interest in a position by e-mailing: [accommodations@dollarshaveclub.com](mailto:accommodations@dollarshaveclub.com) Please state your request for assistance in your message. Only reasonable accommodation requests related to applying for a specific position within Dollar Shave Club will be reviewed at the e-mail address supplied. Dollar Shave Club will consider for employment qualified applicants with criminal histories in a manner consistent with the requirements of the Los Angeles Fair Chance Initiative for Hiring (Ban the Box) Ordinance. Thank you for considering a career with Dollar Shave Club Privacy Notice for California Job Applicants #LI-MK1 Please mention the word **\*\*GLITZ\*\*** and tag **RMjE2LjI0NS4yMjEuOTE=** when applying to show you read the job post completely (**#RMjE2LjI0NS4yMjEuOTE=**). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

## Contacts

Job listing via RemoteOK.com