

HERFF JONES POSITION DESCRIPTION

I. JOB TITLE: Fine Jewelry Marketing Manager

A. **REPORTS TO:** Associate Director, Product Marketing

III. GENERAL RESPONSIBILITY AND/OR RESULTS EXPECTED:

The Fine Jewelry Marketing Manager will be responsible for the identification, development and execution of key product marketing elements specific to class jewelry products (class rings and other class jewelry) in both High School and College. This role will be focused on new and optimized product and programs that align with the overall business strategies: including market assessment/competitive analysis, identification of opportunities within the space, ongoing portfolio management, brand management, sales & internal tools development and education, and consumer marketing communications.

Responsibilities Include:

- Utilize market data to lead the class jewelry product portfolio including: defining opportunities, brand positioning, and implementation of new product development, existing product management, go-to-market strategies, programs, and consumer messaging.
- Understand the end consumer and the market opportunity by analyzing consumer insights, market trends, and evaluating existing product performance.
- Lead competitive discoveries to understand how the product portfolio compares to competitors in the market, and maintain any competitive comparison resource documents.
- Continuously evaluate and find opportunities to optimize go-to-market strategies (i.e. various consumer events) and selling materials/ tools within those strategies (i.e. catalog, posters, flyers, etc.) in collaboration with internal stakeholders.
- Develop training materials and train Herff Jones stakeholders on product details.
- Convention/ meeting planning and preparation.
- Assist in defining market research needs and executing research projects.
- Assist in providing creative direction for selling materials/ tools.
- Develop informal research as needed including consumer or sales rep surveys and market research.

- Develop brand resource materials to be used internally including product resource documents with product differentiation, positioning, attributes, sales data, consumer information, etc.
- Participate in customer-facing events as a product expert and as a way to find opportunities to optimize the experience.
- Monitor fiscal year product category budget.
- Build relationships and create linkages across internal departments.

Requirements:

- Minimum of Bachelor Degree in Marketing/Business.
- 3-5 years of experience in a Marketing environment.
- Brand/product management experience preferred.
- Ability to excel in a collaborative environment.
- Ability to research, analyze, gather data and problem solve.
- Excellent oral and written communication skills.
- Strong presentation skills.
- Strong Organizational skills; ability to manage multiple priorities and timelines.