

# Consumer Brand Marketing Associate

Be part of something BIG here at Gorton's. With the iconic yellow slicker and a catchy jingle, Gorton's is now reaching more households than ever. As the #1 brand within Frozen Prepared Seafood, we have a passion for the consumer and for growth! We are looking for equally passionate people to help us fulfill our mission to spread the goodness of the sea!

## *Position Summary*

As a Consumer Brand Marketing Associate you will contribute to marketing initiatives which are focused on growing our business in an increasingly diverse consumer and retailer environment. Over time, you will be given greater responsibility in the development and implementation of marketing initiatives to help grow our business. The goal of this assignment is to develop a talented individual for greater responsibility in marketing, sales, or other areas within Gorton's.

## **What you'll do**

- Analysis of growth opportunities and spending effectiveness
- Cross functional project management for product initiatives
- Assessment of in-market product performance
- Involvement in developing new products
- Execution of marketing programs
- Implementing packaging changes
- Coordinating in store promotions
- Developing customer level marketing initiatives
- Conducting or evaluating consumer research
- Development of point-of-sale materials

## *Who you are*

- A curious & resourceful individual interested in a career in consumer goods brand marketing
- A strong team player with great interpersonal skills to help you collaborate with cross-functional teams

## **What you'll need**

- Bachelor's degree candidate with evidence of academic success (prefer Marketing or other business majors)
- Related Internship or Co-op experience a plus (in analysis or marketing)
- Well-developed analytical skills
- Outgoing, positive, can-do attitude
- Exceptional organizational and project management skills
- Exceptional written & verbal communication skills
- Proficiency in MS Office (Excel, PowerPoint, & Word)
- Experience using Nielsen or IRI databases
- Negotiation skills
- Strong creative problem-solving skills

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States.

**Gorton's is an Equal Opportunity Employer**