

Marketing Manager

A revolutionary leader in the kids products industry, Boon, Inc. specializes in designing innovative, “outside-the-crib” solutions for modern parents. Simply stated, what we do is who we are. We consider ourselves to be a group of fun, friendly, solution driven people and strive to create products that echo these attributes. We achieve this goal by modeling every aspect of our company around innovative, integrity-based and customer-centric processes.

We are looking for a marketing manager who fits our company culture of motivated, driven, yet easy-going, group of people that aren’t afraid to mix hard work with fun.

This position manages the company brand and all communications, working closely with Rebecca Finell, the Design Principal and Kevin Clisham, Vice President of Sales and Marketing. Responsible for all product publicity and advertising in the US, plus providing marketing support to international distributors.

Specific Tasks Include:

- Manage brand touch points, including facilitation, maintenance, and control of the company’s image
- Management of verbal and written communications
- Coordinate all communications including electronic newsletters, website, collateral, sales and consumer service materials, etc.
- Supervise all aspects of company publicity and product placement in the media
- Plan, manage and evaluate all paid advertising
- Prepare and manage annual marketing budget
- Monitor ongoing consumer and retailer juvenile products trends
- Conduct market and competitor research to evaluate new product introductions
- Participate in coordination of trade and consumer show activities
- Further develop and coordinate charitable product contributions and profit donation program
- Expand social media outreach and branded consumer engagement tools
- Manage departmental milestones for new product introductions and cross department functions

Qualifications and Skills:

- 3+ years experience as a marketing manager
- College degree required
- Copywriting skills
- Understanding of public relations and media relations
- Strong business writing, presentation skills, analytical and business math competencies
- Social media and grassroots marketing experience
- Strong communication skills, both written and verbal
- Some experience with advertising creation, media purchasing and tracking
- Multi-tasking and organizational skills
- Experience working as a part of a creative team
- Ability to manage others
- Project management skills
- Consumer product marketing experience a plus