



On Top of the World's Best Cakes®

Marketing Specialist, Product Marketing

DecoPac, Inc. is a high growth, high-energy company that designs, markets and distributes the most popular cake decorations and bakery supplies in the bakery industry. Located in Anoka, MN we sell and distribute our products to all supermarkets, retail bakeries, ice cream stores, and directly to consumers throughout North America.

Job Summary:

The purpose of this position is to support DecoPac's go-to-market strategies for its product solutions and services that focus on innovation, quality and market demand to achieve business growth. The Marketing Specialist, Product Marketing will be an integral part of the team, driving efforts regarding product marketing, content marketing, brand positioning, social and digital marketing and sale support for specifically assigned product lines.

Responsibilities:

- Develop and execute marketing strategy for assigned product lines to support the needs of DecoPac's customers and meet product line business objectives.
- Support product communications for assigned product lines.
- Work cross-collaboratively with various teams, including sales, design and development, purchasing, etc. to achieve sales and margin goals for assigned product lines.
- Work with cross functional teams to develop and communicate the product positioning.
- Support team's ability to provide expertise in product knowledge, competitive landscape, customer path-to-purchase, product/service market opportunities, gap analysis and market insight to support business plans and provide the tools to support sales growth.
- Strategically coordinate multiple projects with diverse cross-functional teams.
- Build relationships internally and externally to meet business objectives.
- Effectively measure and report on marketing performance metrics to determine performance against established business goals.
- Be open and willing to drive continuous improvement.

Qualifications:

- BA/BS in business, marketing or equivalent, with a minimum of 2 years related experience.
- Broad business acumen with team leadership experience.
- Effective problem solving skills
- Superior communication skills – written, verbal, presentation
- Strong analytical skills and strategic thinking ability
- Ability to communicate, influence and build relationships with a cross-functional team.
- Digital marketing skills and experience

To Apply:

DecoPac offers a competitive compensation and benefit package. Please send your resume to:

email: dphr@decopac.com

DecoPac, Inc.
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