

JOB OPPORTUNITY

Vice President of Marketing

Location:	Santa Ana, California
Base Pay:	\$65,000-75,000.00
Employee Type:	Full-Time Employee
Industry:	Retail Merchandising
Job Type:	Marketing - General Business
Required Travel:	Negligible
Relocation Covered:	No

Description

The Vice President of Marketing will work under the leadership of the Chief Executive Officer and will be a member of the leadership team. They will need to maintain the quality control and supervise the marketing employees. The main role of the Chief Marketing Office is to develop a company image and brand. They should be a good oral communicator and a solid writer. This position will require a good eye for style and an understanding of how the public views the company. In addition they will function as the fund-raising agent for the company and will develop strategies in which the company can earn money for the various events throughout the year Responsibilities include:

- Development of the Strategic Marketing Plan component of the company business plan.
- Lead the process of developing a company image and branding through the leadership team
- Develop company uniform ideas and lead the process of selection of these ideas
- Present the marketing plan to the company and possible investors.
- Supervise a team of marketing associates through the monitoring and evaluation their work performance
- Develop and implement the concept for the professional company trade show booth.
- Attend all required trade shows and supervise the booth set up
- Develop signs and images for the trade show booth
- Gather products and props for the trade shows through donations or support for related real businesses
- Develop sales promotions for each trade show the company participates
- Develop fund-raising ideas for the company raise money for events and supplies
- Conduct market surveys to determine company effectiveness
- Supervise the development of a video marketing plan presentation.

Real World Requirements

Marketing background in promotions, advertising or sales. Experience as a senior marketing officer - either currently at a VP position or at the threshold for this position. Ideally: a well respected candidate from that is able build relationships and work as a team. Thrives in a multi-cultural environment with a staff from diverse backgrounds.

This full time position will carry with it company medical, dental and vision benefits

For consideration, apply with your resume, cover letter and job application to Mr. Alan Gersten by the closing date.

Application Information

Contact:	Alan Gersten
Closes:	Monday, September 19, 2016
Interviews:	TBA

JOB OPPORTUNITY

Marketing Associate

Location:	Santa Ana, California
Base Pay:	\$24,000.00 -30,000.00 per year
Employee Type:	Full-Time Employee
Industry:	Retail Merchandising
Job Type:	Marketing - General Business
Required Education:	N/A
Required Experience:	N/A
Required Travel:	Negligible
Relocation Covered:	No

Description

The candidate should be a person with a passion for working with people and working with promotion of our company. The will be a member of the marketing team and work under the supervision of the Chief Marketing Officer to help build an exceptional team of talent to ensure creative promotion for the company. Task could include:

- Assisting in the development of the Strategic Marketing Plan component of the company business plan.
- Possible presentations related to marketing and sales
- Assisting in the creation of company product line.
- Support the Development and implementation of a professional company trade show booth.
- Gather products and props for the trade shows
- Develop sales promotions for each trade show the company participates
- Assist in the development of company fund rising strategies.
- Support the Chief Marketing Officer in all department tasks.

Real World Requirements:

You must have a minimum of 2 years of total product development experience, demonstrated success within a catalog or direct marketing organization and familiarity with overseas vendors. A degree in Business, Design, Merchandising or related academic field is required. Recommended experience in computer programs including InDesign, Illustrator, Photoshop and knowledge of web and e-business concepts

This full time position will carry with it company medical, dental and vision benefits

For consideration, apply with your resume, cover letter and job application to Mr. Alan Gersten by the closing date.

Application Information

Contact: Alan Gersten
Closes: Monday, September 19, 2016
Interviews: TBA