

Document Title



Position: Brand/Product Manager, Superchips

Position Type: Full Time

Reports To: VP, Marketing

Location: Ogden, Utah or Sanford, Florida

Role Purpose: The Superchips Brand/Product Manager is responsible for identifying, building, and executing marketing programs and activities for Superchips brand. Primary roles include developing marketing campaigns (web/online, social media, print), in addition to select, relevant sponsorships, 3rd party advertising agreements, and tradeshows. This individual is responsible for the products, and the consistent tone, placement, and positioning, required to drive measurable growth for the Superchips brand. While measuring existing products is essential, the Brand/Product Manager must also work to identify additional opportunities for Superchips and collaborate with colleagues to evaluate, quantify, and deliver on meaningful prospects for Powerteq. One of the primary objectives for the Superchips Brand/Product Manager is to make sure marketing campaigns support both new and core product lines. Superchips is the established leader in the Jeep market. The Brand/Product manager should maintain sustainable growth and market share within the Jeep space, while continuing to focus on progression within the truck market.

Roles & Responsibilities:

- Management of Superchips P&L and advertising budget
- Market intelligence: Understand and communicate competitive landscape to generate SWOT analysis for particular brand
- Identify new product/market opportunities and develop business cases to drive through Powerteq NPD process
- Manage editorial opportunities and PR: Work with established partners and industry publications, blogs, and sites. Hold media partners accountable to deliver frequent and meaningful content supporting new coverage, products, and promotions.
- Online/Digital advertising: Execute campaigns for abandoned cart, PayPal/Affirm, new product launches, seasonal promos & holidays, retargeting/acquisition, AdWords (search)
- Social Media: Develop campaigns to generate action (Buy Now/Learn More/Claim Offer). Hyper-targeted focus with specific ROI targets
- Database management: Accountable for all data driving Superchips web lookup tools, DCi, SEMA Data Co-op, ASAP Network
- Manage and update Powerteq price file for Superchips SKUs, UPCs, and all load info
- Email communication and automation: Responsible for all dealer/WD and consumer email releases and product announcements
- Marketing automation: The Brand Manager is also responsible for generating nurture and trigger campaigns designed to:
 - Upsell: accessories and upgrades to existing customers (ex – Flashcal to Flashpaq)
 - Solicit action post-purchase: consumer review, product registration
- Sponsorships & Events: Identify, plan, and attend appropriate events intended to drive consumer awareness and demand
- Product Training: Build and deliver product training materials to internal tech and sales teams, in addition to particular jobbers and dealers (travel where appropriate for on-site training with sales team)
- Manage and measure key web metrics to drive YOY sales: E-commerce rate, average order value, consumer review ratings, organic traffic growth
- SEO – Responsible for building landing page copy and content for web. Primary focus on search rank for brand and organic traffic lift. Build Superchips rank with non-branded search terms.
- Technical content, copywriting and video content generation (scripting and scheduling)
- Sales Materials – Develop copy and layout for new product release flyers (PDFs) and sales POPs in the field. Manage distribution of material



- **Product Management:** Responsible for identifying and creating new SKUs. Confirm SKU availability, assign UPCs, load to SAGE, determine MAP/NET/SRP and communicate all information to internal stakeholders across departments.

The position offers a challenging environment to coordinate multiple projects while ensuring both internal and external stakeholders are consistently provided with the information and collateral needed for strategic marketing initiatives. The Brand/Product Manager will be the primary point of contact for website maintenance, e-databases, marketing automation platform (Sales Fusion), and will serve as a direct liaison between Superchips sponsors, dealers/wholesale distributors and advertising partners for any, and all, data and digital content required.

Performance will be measured based on specific KPIs (Key Performance Indicators) including, but not limited to:

- E-commerce conversion rate for all social and email campaigns
- Average order volume (web), web sessions, and ROI associated with paid advertising
- YouTube views, subscribers, and videos created
- SEO traffic – page views and sessions against established targets
- Product feed accuracy and accessibility for Powerteq’s reseller network
- Superchips annual revenue against target
 - Includes web, phone, and channel sales

Job Description

- Be aware of the 4 “P’s” of Marketing and apply those to all events and content generated/distributed
- Schedule, execute, and measure social media campaigns and associated budgets
- Develop meaningful content in the form of press releases, online news stories, and co-branded announcements with channel partners
- Manage all product data and ensure catalogs and online databases are current with latest coverage, features, and compliance designations
- Manage, and stay within, an assigned budget for all categories while meeting market goals
- Generate reports detailing online data, trends, sales, customer feedback, WD/jobber feedback, using surveys, Google Analytics, and other sources
- Work with VP of Marketing to develop and communicate monthly, quarterly, and annual marketing content calendars that align with new product launches and key events
- Work proactively to create and leverage content related to promotions, online sales, or seasonal/show specials
- Generate fresh, relevant, and engaging content to promote the Superchips brand
- Ensure online and print ads are submitted on time and align with overarching campaigns and marketing initiatives
- Work collaboratively with Category Managers to assign ad campaigns, by category, and work with team members to execute and implement the plan from start to finish
- Be willing to travel to events, tradeshow, and trainings to capture video, photos, and assist with working displays/tradeshow booths as needed
- Serve as the primary point of contact for marketing with all internal systems – Sales Fusion, SEMA Data Co-op, DCi
- Build quarterly reports to clearly articulate measurable goals, results, and strategy to address shortfalls, areas for growth, and holes associated with the content strategy for Powerteq
- Willingness to collaborate with Powerteq Brand Managers to share best practices and drive revenue across all brands

Requirements

- Extensive experience with direct to consumer marketing
- Energetic self-starter with very little day-to-day management required
- BS in Marketing, Business, or equivalent
- 5 years of experience in a marketing setting (automotive experience preferred)
- Strong written communication skills and familiarity with SEO best practices
- Familiarity with Google Analytics, AdWords, Social Media Management, and marketing automation platforms (Marketo, Constant Contact, MailChimp)
- Proficient with MS office with an emphasis on Excel and PowerPoint
- Effective communication skills with the ability to present and articulate to senior management
- Multi-tasker with concentrated attention to detail
- Travel to out of state events that can last as long as a week, supporting all Powerteq brands
- Set and track performance goals and be accountable for those goals