

## **MARKETING**

### **BRAND OR PRODUCT MANAGER**

Develops and implements the brand strategy of a product or service. Positions products and services in the marketplace. Plans and executes brand marketing and advertising programs to raise brand awareness and value. Sets the direction of brands through awareness of market research and consumer trends.

### **CONSUMER INSIGHTS**

Do you consider yourself a curious person? How about a creative, out-of-the-box thinker? Do you like to learn and solve problems? If so, a Consumer Insights (CI) position may be for you.

So what exactly is Consumer Insights? Good question. It would be easy to say CI is “research,” but in reality CI is much more. CI digs deeper in an attempt to understand who audiences are as people and what makes them tick. This means understanding what matters to the audience, how a CI team can reach them, and where the audiences can be found. Simply put, a CI team uses research as a means to create actionable direction for its teams and clients that leads to smarter strategy, creative and campaigns.

Individuals in CI, interns included, do not sit on the sideline. They work side-by-side with an Insights team and assist with projects that will influence *real* campaigns – survey and focus groups, competitive marketing analysis, industry trend tracking and even hitting the road with the team to conduct consumer intercepts.

### **DATABASE MARKETING MANAGER**

Manages database systems designed to analyze and increase customer value. Generates marketing lists; segmentation, contact, and testing plans; and campaign reports. Analyzes customer preferences, trends, profiles, and purchase histories. Identifies factors that influence and are predictive of customer behavior.

### **DIRECT MARKETING MANAGER**

Oversees the development and implementation of direct marketing programs to raise the levels of customer acquisition, retention, and cross/up-selling. Designs campaigns using direct mail, email, websites, telemarketing, catalogs, and marketing collateral. Develops return-on-investment goals, testing plans, and segmentation strategies.

### **EVENT MARKETING SPECIALIST**

Develops and executes marketing plans for trade shows, conventions, seminars, and other events. Supports the marketing of existing and new products and services. Coordinates advertising, marketing communications, and public relations efforts. Measures success of events.

### **MARKET RESEARCHER**

Determines demand for new and existing products and services through the use of statistical procedures and data analysis. Gathers and analyzes data on competitor activity; and on customer demographics,

buying habits, and preferences. Forecasts consumer and industry trends. Designs surveys, opinion polls, and questionnaires.