



## ***Marketing Program Manager*** *Job Description*

**Direct Report Relationship:** VP of National Programs

**Location:** Scottsdale, Arizona

**FLSA Status:** Exempt

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Equal Opportunity Employer M/F/D/V

### **MARKETING PROGRAM MANAGER POSITION SUMMARY**

Kahala Brands is looking for a Marketing Program Manager to be a key member of the Marketing and Gift Card Teams. This position will utilize both skills in marketing strategies as well as skills in analyzing and maintaining financial and statistical data. Therefore, the perfect candidate must possess an interest in marketing/industry trends and creative marketing strategies in addition to strong logical, analytical, and Excel skills.

### **MARKETING PROGRAM MANAGER KEY RESPONSIBILITIES**

- Work directly with VP of National Programs to grow marketing programs/promotions
- Interact directly with Franchisees, Customers and Vendors
- Maintain brand standards
- Assist in management of card production with printers, third party vendors and data processor
- Manage Marketing and Gift Card Team processes
- Track inventory levels
- Analyze sales to develop meaningful marketing strategies

### **MARKETING PROGRAM MANAGER PERSONAL ATTRIBUTES**

- Creativity
- Excellent written and verbal communication skills
- Customer service experience
- Attention to detail
- Analytical and mathematical expertise
- Ability to prioritize appropriately and meet tight deadlines with little supervision
- Ability to work independently as well as part of a team
- Demonstrated leadership skills
- Proactive, assertive, and creative approach to problem solving

### **MARKETING PROGRAM MANAGER KNOWLEDGE / SKILLS**

- Ability to organize large amounts of confidential and financial data
- Proficiency with MS Office Suite: Excel, Word, Outlook
- Experience multi-tasking between different data systems
- Bachelor's Degree in Accounting, Finance, Marketing or Business and/or equivalent combination of education and experience