### Job Title: Marketing Strategist
### Reports to: Senior Marketing Manager
### Job Grade: Office Professional

**A. Purpose of the Job:** Support the marketing team with meeting brand objectives by analyzing retail sales data, presenting category trend updates, managing changes to the product portfolio and understanding consumer insights. Develop communication strategies and content to increase product sales in the convenience channel.

**B. Supervisory Responsibility:** None

- **Job Responsibilities:**
  - Conduct analysis, understand data, and translate it into detailed competitor and consumer insights and develop actionable strategies and recommendations that fulfill unmet needs
  - Create, execute, and manage marketing programs and campaigns
  - Assist with product development, pricing and new product launches as well as developing new business opportunities
  - Analyze retail data and identify relevant category and competitive trends that lead to growth opportunities
  - Accountable for the execution of Lil’ Drug Store corporate brand strategy, including communications, websites, and trade advertising
  - Collaborate with marketing and sales teams to create impactful selling and merchandising tools
  - Responsible for the analysis of sales forecasts and other relevant financials and reporting on product sales
  - Track and report key performance metrics
  - Other duties as assigned

- **Minimum education, experience and special skills necessary to perform the job.** Equivalent job-related experience of 1.5 years may be substituted for each year of college

**Education:** Bachelor's degree or equivalent

**Experience:**
- Minimum of 4 years' experience in a dedicated marketing role
- Minimum of 4 years' experience in an analytical role
- Advanced use of Microsoft Excel for data analytics
- Proficient in the use of Microsoft Outlook, Word and PowerPoint
- Preferred experience with syndicated data (IRI and Nielsen) to pull, interpret, and analyze market information
- Digital marketing background preferred

**Competencies:**
- **Ethics, Integrity, Values:** Ably builds trust, and is widely trusted
- **Analytical Skills:** Interprets and digests complex information while summarizing key findings
- **Communication Skills:** Relates well to people, verbally and in written form. Builds rapport with all levels within and outside the company.
- **Presentation Skills:** Conveys information eloquently. “Connects” with audience. Selects and presents relevant and compelling content.
- **Creativity:** Generates and/or recognizes imaginative or creative solutions. Is open-minded. Utilizes constructive, non-traditional thinking.
- **Project/Task Management:** Takes lead to ensure successful completion, communicating with the project team effectively
- **Organizing Skills:** Attends to all details
- **Results Focus – Output Orientation:** Demonstrates personal initiative and independent motivation. Is action and results oriented.
C. Physical and Working Environment:

Working Hours: General office hours, typically 8:00 AM – 5:00 PM with flexibility for business and personal needs.

Working Environment: Work usually performed in an office setting and distribution center with noise level typical of most office environments with telephones, personal interruptions and background noises.

Tools and Equipment Used: Computer, tablet, e-mail, phone, and other standard office equipment.

Travel: Travel by airplane or automobile to attend trade shows, focus groups and sales meetings. Approximate travel is 3 days per quarter.

Physical Demands: Ability to lift and carry up to 40lbs on occasion; digital dexterity and hand/eye to operate equipment such as computer keyboard, calculator and standard office equipment. Ability to effectively communicate with customers, supplier or employees remotely and in person; ability to travel by airplane or automobile.