



Position Description: Marketing Brand Specialist

Reports to: Program Manager

Location: St. Joseph, MO – only 35 minutes north of Kansas City, MO

Job Type: Position qualifies for Clipper's hybrid work-from-home model after successfully completing the on-boarding process – equipment will be provided

Clipper Distributing is a rapidly growing animal health pharmaceutical company that specializes in helping manufacturers bring their products to market. Based in St. Joseph, Mo., Clipper prides itself on being an innovative team that produces big results.

Clipper's Marketing Department is adding a Marketing Brand Specialist to the team. We're looking for someone who thrives on taking big ideas from concept to reality and measuring the results along the way. Our fast-paced environment gives you the flexibility to work on multiple projects and the freedom to learn and experiment with new digital concepts.

If you enjoy creative problem solving and working in a collaborative team dynamic where you're encouraged to challenge the status quo, this job might be for you.

Summary of Responsibilities:

- Execute marketing strategies across multiple brands
- Help market and launch new animal health products
- Work collaboratively with team to promote products to target audiences
- Develop creative assets and activities that drive customer engagement
- Incorporate target audience analysis, competitive insights and category research into campaign strategies
- Brainstorm and create content in alignment with marketing strategies, including creative copy for print and digital
- Experiment with a variety of digital content in a test-and-learn environment
- Manage multiple projects at once and ensure they are delivered on time
- Create and submit budget proposals, project timelines, program analyses and campaign performance measurements
- Utilize data to inform decisions and create engagement
- Develop and maintain relationships with external vendors
- Other various duties assigned by Program Manager pertaining to the execution of a project or campaign

Qualifications:

- Bachelor's degree in Marketing or other related field or 5 years of work experience in a marketing role
- 2+ years of professional experience performing marketing activities

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- Proficiency with Mac OS, Adobe Creative Suite and Microsoft Office
- Ability to take a concept from idea to launch
- Ability to take creative ownership of a project with minimal direction
- Ability to thrive in a collaborative, fast-paced environment
- Excellent verbal and written communication
- Strong critical thinking and problem-solving skills
- Well organized with meticulous attention to detail
- Preference will be given to those with a proven understanding of various types of digital marketing including but not limited to Omni- and multi-channel, content marketing, HTML emails, SEO/SEM, and social media