Garden of Life - Open Positions

Job Title: CONSUMER EVENTS MANAGER

Relocation assistance not provided

<u>Department</u>: Sales <u>**Reports to**</u>: Director of National Sales,

Independent Health Food Channel

Employee type: Full Time **Location:** West Palm Beach-Florida

SUMMARY

Responsible for managing and coordinating national Product Specialist, Demo, and Consumer Event efforts. Work in conjunction with the Director of Sales, Regional Managers, Key Account Managers, Sales Representatives, and the Consumer Events Coordinator to strengthen the in store consumer level representation of Garden of Life. Responsible for the placement and development of the Product Specialists and Demo contractors through continuing education, shadowing, conducting monthly education and team conference calls, and reinforcing the need to help increase sell in and sell through via effective demos, education, and merchandising. Continued focus on developing and implementing successful/creative demos while maintaining monthly budgets for all segments of responsibility.

RESPONSIBILITIES

PRODUCT SPECIALIST DEVELOPMENT

- Responsible for recruitment, placement, training, development, and management of Product Specialists.
- Attend in store demos with Product Specialists and determine outpoints, opportunities, and areas of success.
- Develop ongoing training and education for Product Specialists and Demo contractors.
- Evaluate and follow up on weekly sales reports and trackers.
- Assist in routing and coordination of demos with Product Specialists and Demo contractors.
- Help increase bottle sell in and sell through via coordination of promotions with Regional Management and Sales Representatives.
- Minimum 50% travel required.

MANAGE AND DEVELOP CONSUMER EVENTS PROGRAM

- Work with Sales, Marketing, and Store Employees to develop the most effective and unique demo experience possible for both Product Specialists and Demo contractors.
- Create a fun and exciting environment to cultivate a well-organized, thriving, tight-knit team that experiences challenge and accomplishment.
- Seek new opportunities within stores to provide dynamic demos and increase brand awareness.
- Coordinate monthly products sent to sample and focus on to all Product Specialists and Demo contractors.
- Responsible for managing Consumer Events budget.

CONSUMER EVENTS COORDINATOR

- Collaborate with Consumer Events Coordinator and field personnel in recruitment and onboarding of new Demo contractors.
- Work with Consumer Events Coordinator to develop Demo Portal and ensure proper and timely payment to Demo contractors.
- Review monthly demo reports for outpoints, opportunities, and areas of success.
- Coordinate and develop continued monthly educational calls/webinars on new and existing items.

<u>REQUIREMENTS</u>

- Bachelor's Degree preferred but not required
- Minimum of 3-5 years outside and/or retail sales experience
- General management and team building experience
- Industry and product knowledge helpful but not required
- Revenue generating skills
- Self-motivated
- Able to manage time effectively and efficiently
- Exceptional relationship building and customer service skills
- Effective presentation skills
- Proficient computer, Excel, Microsoft Word and internet search skills
- Industry and product knowledge

GARDEN OF LIFE IS AN EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER

Human Resources Department Posted on: 5/22/2014