



Marketing & Brand Management Associate
VSP VISION

Job Category: Marketing/Sales

Job Source: nrbjobs.com

Job Summary

Employment Type: Full Time

Gender: Any

Career Level: Entry Level

Salary: Negotiable

Experience: Minimum 2 years

Posted On: 18 Jan 2025

Application Deadline: 16 Feb 2025

Job Description/Responsibility

- Involved in leading the strategic vision, market opportunities, pricing and profitability analysis, marketing activities and collaborating on sales strategies for a brand, product or service across all media, while collaborating with multi-functional teams and agency partners.
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- Develop marketing or branding strategies for specific customer segments (brokers, clients, consumers, providers), working with partners such as sales and product development; measure and optimize ongoing performance of marketing plans, including return on investment
- Develop and manage marketing, advertising, and branding campaigns, including working with internal creative team and external agencies; campaigns include a range of tactics such as digital advertising, print advertising, direct mail, and email campaigns
- Collaborate with communications managers to ensure positioning, promotion, and brand voice are aligned and effective
- Partner with business areas to explore, develop, execute, and gain adoption of new technologies, tools, and programs in the market and at the account-specific level

Education Requirements

- Bachelor/ Honors(Bachelor Degree in any Discipline) completed.

Additional Academic Requirements

- Bachelor's degree in Business, Marketing, or related field or equivalent experience

Experience Requirements

- Minimum 2 years of experience is required.

Additional Experience Requirements

- 2+ years' experience in product or brand management or online marketing

Skills Requirements

- Understanding of brand management concepts and building/execution techniques
- Solid working knowledge of MS Office, PowerPoint, Word, and Excel
- Proven ability to develop and execute marketing strategies
- Ability to elevate the perception of our corporate brand and our company
- Excellent project management skills and experience managing large projects
- Proven track record of influencing constituents for optimal results
- Excellent organization skills, detail-oriented, and ability to multitask
- Excellent verbal, written, and interpersonal communication skills
- Flexible and able to change priorities and direction quickly and effectively

Work Area

- Applicant should have experience of working in the following category(ies): Marketing/Sales

Industry Type

- Experience should include the following skills: Hospital/Diagnostic Center

Address: Rancho Cordova, CA, Rancho Cordova, CA, United States

Company Profile: Health Care Services & Hospitals

Company Website: <https://www.vspvision.com/>