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EverSewn Business Manager

POSITION SUMMARY:

This entrepreneurial position is responsible for setting brand strategies to maximize sale and margins. They develop and manage product assortments and product marketing strategies that support the brand identity and direction.

This position is also responsible for leading sales development through Online, Mass Merchant and Independent retailers.

Responsible to educate, coach and develop team members. This position must work cross-functionally with the team to achieve their goals.

CORE JOB RESPONSIBILITIES:

Business Strategy:

- Responsible for determining long-term brand strategy and short-term tactics to maximize revenue and profit. This includes positioning, user targeting, trade marketing and partnering to develop long term product vision. These strategies and tactics must help drive new business and grow market share for the EverSewn brand.
- Drives new product development and execution of business area strategies through the category review process. The category review identifies product white space or unproductive items and what should be in the innovation cycle that supports the brands strategies and initiatives.
- Stays up to date with market trends, Ecommerce and Social Media to optimize listings and increase conversions.

Product Management:

- Responsible for product roadmap development, management and flow for new program launches
- Manage products through the development timeline, provides direction through product briefs to suppliers and purchasing team.
- Developing new product launches, including campaign strategy, asset development, packaging review, targeted retail price points, and project management to ensure successful product launches in the market.
- Identify opportunities, recommend new products and strategies and lead the implementation of new products and services for each key retail channel.
- Establish processes to ensure product Quality standards are maintained. Ensure the in-field service center is an efficient recycling facility for deficient or returned machines.

Sales:

- Manage key accounts (Amazon, Walmart and independent retailers)
- Analyze sales, demand, margin, returns, and stock position to understand the health of the business and opportunities to deliver both value to customer & solid ROI.

- Identify opportunities to grow sales online/offline and independent / mass retailers
- Create a powerful, trusting relationship with key accounts to effectively push merchandising and promotional activity to the different channels
- Work with and through Brewer Customer Service and Brewer reps to maximize dealer channel opportunities.
- Supply Chain management: Forecasting, ordering and warehousing.

Marketing:

- Responsible for development and execution for marketing initiatives.
- Provide input to launch 360 marketing plans
- Understand Dotcom brand strategy and different online marketing tools to grow online brand awareness and sales
- Provide correct attributes for correct item set up and copy.
- In-store Merchandising: Collaborate with buyers on securing and developing placement and required marketing collateral
- Ensure presence at Quilt shows.

We offer competitive pay and a complete benefits package that includes medical, dental, and vision coverage, company-paid life and disability insurance, 401(k) with a generous match, paid time off, and tuition assistance. This is an excellent opportunity to advance your career by working in a growing industry where you can stand out and be recognized for your accomplishments.

If you are a hard worker with a proven track record of success, and if it is time to find your 'WHY', please send us tell us why YOU are the perfect candidate for this position.