

Reser's Fine Foods is the established leader in prepared foods marketing with annual sales near \$700 million. Our dedicated team of experts drive for results and work with hundreds of delicious products including salads, entrees, potato dishes, Mexican foods, dips, desserts and more!

We are currently accepting applications / resumes for a **Category Marketing Manager**, reporting to the VP Marketing.

This position is responsible for creating, analyzing and implementing category and brand strategies in all channels to improve consumer response and grow sales.

Essential Functions include:

- Creates, maintains and implements category business plan.
- Leads the category research agenda.
- Defines and leverages consumer needs and product benefits.
- Develops and launches new category products.
- Coordinates with Trade Marketing Managers to ensure channel success.
- Leads projects for new category products, packaging and related programs.
- Collaborates with Research and Development, Operations and outside agencies.
- Evaluates new packaging innovations, vendors, joint ventures and other development opportunities.
- Develops pricing strategies that align category goals with customer demands.

Successful candidates will have:

- At least 3-5 years of product management experience required; food or consumer goods industry is preferred.
- Bachelor's Degree in Business or a related field required; MBA is preferred.
- Must be able to drive results and lead change at all levels in an organization.
- Project management experience is required.
- Strong PC skills are required.
- Must have excellent analytical skills.
- Ability to travel up to 35% of the time.

We offer a competitive compensation and benefits package designed to help employees live a healthier life, build rewarding careers and save for the future. Reser's offers choices whenever possible, because we recognize the diverse and ever changing needs of our employees. Benefits include Medical, Dental, Vision, AD&D, Life, 401(k) with match, Wellness programs, paid Holidays and Vacation time to name few!

Please send resume and wage requirements via email to: CorpRecruiting@resers.com, subject line must include the title of the position. Equal opportunity employer.

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