



## **BRAND MANAGER - ISABELLA / FULL TIME / SHELBURNE, VT**

### **Position Summary**

Great merchandise is at the heart of Isabella and as the Brand Manager, you will be integral in driving the brand vision forward through the selection of products as well as cultivating the messages we send to customers, creating a feeling of trust and assuring consumers that Isabella's values align with their own. The products you choose will be marketed and sold online and in print catalogs.

Yours is a collaborative role that entails working cross-functionally with departments at South Meadow Ventures (SMV) including marketing, purchasing, and operations. We are seeking a candidate that is both a team player and an independent thinker.

### **Responsibilities and Accountabilities**

- Manage vendor relationships, enabling the purchaser to use best practices to achieve optimal pricing and consistent supply while maximizing profitable inventory turns.
- Identify and develop new supply sources.
- Identify opportunities for new custom product development.
- Create new and expand existing product categories consistent with the brand vision.
- Practice social listening through online and in-house sources becoming the expert on what Isabella's customers are thinking.
- Work with marketing to develop and implement marketing initiatives in email, blogging, and social media.

### **Requirements**

- Bachelor's degree in a relevant field or equivalent experience.
- Excellent oral and written communication skills.
- Able to develop, nurture and maintain working relationships.
- Must enjoy networking and negotiation.
- Ability to write passionately about your products and why our customers will love them.
- Ability to handle multiple projects and unique brand needs while prioritizing.
- Confidence, tact, and diplomacy.

### **Preferred Qualifications**

- Experience Using Netsuite ERP.
- Experience in direct mail and/or online, social marketing.

Please send a cover letter, resume and salary requirement to [jobs@someadow.com](mailto:jobs@someadow.com).