



## **Sr. Associate Brand Manager (Full Time)**

[Cora](#) is a modern women's wellness brand infusing **good** into a category rife with unhealthy products and outdated notions of womanhood. At Cora, we believe women and their bodies are naturally powerful, so we make naturally powerful goods for the body that are good for her body, while doing good in the world.

Our mission is to revolutionize the female experience by acknowledging the natural power of female bodies and providing healthy, thoughtful ways to care for them. We create fearless content and innovative products through an elevated brand to shift the way women perceive and manage their periods, bladder leaks, post-birth recovery, and other natural experiences. And with every Cora purchase, we provide period pads and health education to a girl in need in a developing country so she can step boldly into the promise of her future.

As Cora continues to scale—in terms of products, channels, and revenue—we are seeking a driven **Sr. Associate Brand Manager** as a part of the Brand Management/Marketing team. This role works closely with the brand management and sales team to provide an ongoing assessment of the category, competition, retailers and the brand to drive strategy and inform decision making. The Sr. ABM will lead base business projects, drive monthly business reporting, and support all retail marketing and GTM plans.

This role demands someone who connects with our mission, cares about women's health, and is driven by a desire to do work with a purpose. The Sr. ABM will need to be a quick study, be willing to learn and adapt in a fast-paced environment, and also be comfortable taking on a high degree of responsibility and autonomy. The Sr. ABM will work cross-functionally on a variety of projects that are important to driving sales and profit for the Cora business and will report to the VP of Brand Marketing.

### **Base Business Management (75%):**

- Drive base business projects, including packaging renovation, line extensions, core product renovation
- Lead the cross-functional team in managing all day-to-day aspects of the business
- Manage and execute relevant shopper marketing programs in existing and new retail accounts
- Work with sales on buyer-facing communications/presentations as needed
- Support monthly forecasting with sales and demand planning
- Monitor and report on effectiveness of campaigns, promotions, and other marketing activities in partnership with Marketing team

### **Consumption Reporting and Financial Management (15%):**

- Monitor category and competitive space, becoming intimately familiar with monthly consumption data and elevating insights in monthly business reporting



- Develop monthly business report and process in partnership with the VP of Marketing and Retail Sales Planning Manager
- Analyze business, competitive and consumer trends; identify key issues facing the business and build/execute innovative marketing and general management plans
- Provide input into volume, profit and share objectives. Work with the team to manage projects to help deliver against these objectives

#### **Innovation (10%):**

- Identify new, innovative ideas to drive brand growth in partnership with Innovation, Sales and Marketing teams
- Develop new product ideas and strategies, including creation of all product and packaging briefs to support new product pipeline
- Develop new product sell decks and sell sheets to support the sales process
- Partner with Marketing team to develop high-impact GTM strategies and marketing plans, including high-impact promotions, advertising and packaging

#### **Personal Characteristics**

- **A Creative Problem Solver** – You have a creative bent and you love taking on challenges with a fresh perspective and creative mind.
- **An Action Oriented Doer** – Someone who is driven by results. Someone who strongly believes in accountability. A task-oriented self-starter who stays calm under pressure and proactively takes on big ideas and projects.
- **Hands On** – Someone humble enough to tackle low level mundane tasks some days and then drive high-level strategic discussions the next. Someone who is hungry to learn and take on more responsibility as the company grows.
- **A Collaborator** – One who works well with teams and can listen while still sharing a strong point of view.
- **An Optimist** – Someone with a can-do attitude, who can lead in the face of uncertainty, and with a great sense of humor.

#### **Qualifications**

- BA/BS required; MBA strongly preferred
- Years of relevant experience: minimum 2-4 years brand marketing/brand management experience (preferably in CPG; some DTC experience a plus)
- Demonstrated experience in P&L management and developing business strategies from insights and data
- Knowledge, skill and abilities required:
  - Independent, a self-starter; eager to learn and grow in a fast-paced environment
  - Strong project management skills and attention to detail
  - Ability to multi-task: effortlessly balance multiple projects concurrently and self-prioritize
  - Strong analytical, problem solving and resolution skills



- Experience with IRI / ACNielsen Consumption / Category Tools and formulating / distilling analysis into monthly business reviews
- Experience with innovative campaigns and media tactics a plus
- Excellent oral, organizational and written communication skills
- Ability to work well with a wide variety of functional disciplines and lead teams with influence and partnership
- Intermediate skills in Microsoft Excel and PowerPoint/Keynote

#### **Terms and Benefits**

- Full time in-house in our San Francisco headquarters
- Competitive Salary and Benefits

To be considered for this opportunity you must be documented to work in the United States and reside in the Bay area. You will be working at our San Francisco office during normal working hours. Cora offers competitive salary and benefits, an amazing team and a world-changing mission.

**\*\*Please send your resume to [asha@cora.life](mailto:asha@cora.life)\*\***