

About LorAnn:

In 1962, LorAnn started selling concentrated, professional strength flavorings and essential oils. Since then, our product line has expanded to encompass an extensive variety of flavorings, vanillas, candy making and baking supplies, food colors as well as specialty ingredients. With over 30,000 customers in more than sixty countries, our growing family-owned company is known for its quality products and excellence in customer service.

Today, LorAnn's products are manufactured in Lansing, Michigan and are sold to retail stores, bakers, candy makers, manufacturers, health practitioners and home consumers. Our employees take immense pride in their work and satisfaction in efficiently serving the needs of our diverse customer base.

Senior Marketing Manager

LorAnn is seeking an extraordinary marketing leader who can hit the ground running and bring strategic thinking, clear communication, positivity, experience, and analytical rigor in pursuit of our company mission and to drive growth. This team member will work out of our office in Lansing, MI.

This position requires experience in marketing for a multi-channel business with an emphasis on direct to consumer, e-commerce, wholesale, and grocery/store channels. This customer obsessed leader thrives in an entrepreneurial environment, accepts feedback, excels in project management, and clearly communicates. She/he will report directly to Vice President of Sales and Marketing.

Key Responsibilities

- **Brand Management:** Oversee brand positioning and messaging, ensuring alignment with target audience needs and preferences. Lead efforts to enhance brand equity and visibility.
- **Marketing Communications:** Create content to support our wholesale business customers and home consumers. (newsletters, catalogs, blogs, recipes, etc.)
- **Digital Marketing:** Spearhead digital marketing initiatives, including social media, email marketing, and SEO/SEM strategies to drive online engagement and sales.
- **Strategic Planning:** Help develop and implement a cohesive marketing strategy that aligns with overall business objectives, ensuring consistent brand messaging across all channels.
- **LorAnnOils.com:** Manage the user experience of the LorAnn website including site navigation, content development, and promotional campaigns and management of parties responsible for doing so.
- **Customer Engagement:** Oversee customer retention strategy, subscription program, Flavor Fan program, Facebook Makerspace, and influencers.
- **Team Leadership:** Lead and mentor the marketing team, fostering a culture of creativity, collaboration, innovation, and accountability. Ensure professional development opportunities for team members.
- **Performance Measurement:** Establish KPIs and metrics to evaluate the effectiveness of marketing initiatives. Regularly report on performance, insights, and recommendations to senior leadership.
- **Campaign Management:** Successfully deploy campaigns across all LorAnn's retail and wholesale channels to increase revenue, acquire customers, and build loyalty.

- **Product Presentation:** Assist in the design and development of consumer product packaging and in-store displays.
- **Support Sales:** Manage requests and create content for sales materials and presentations. Participate in trade shows as needed.
- **Market Analysis:** Conduct market research and analyze trends to identify new opportunities and consumer insights, adapting strategies to meet changing market demands.
- **Budget Management:** Manage the marketing budget, ensuring effective allocation of resources to maximize ROI and drive performance.

Requirements

- 7+ years of advancing marketing experience in the CPG sector, with a focus on product positioning, brand management, digital marketing, and digital advertising. (Bachelor's degree in marketing, business, or a related field preferred)
- Knowledge and enthusiasm for candy making/ baking is a plus, as LorAnn's Senior Marketing Manager will need a strong affinity for our industry.
- Willingness to roll up sleeves and do whatever it takes.
- Excellent communication, presentation, and people skills.
- Strong writing skills, both technical and creative writing.
- Technical knowledge of communications, brand management, retail marketing, partnerships, ecommerce, social media, and influencer marketing.
- Strong understanding of eCommerce, consumer behavior, direct marketing, digital marketing strategy/best practices.
- Effective vendor management. Marketing vendor & agencies.
- Developed analytical skills with the ability to interpret data and make data-driven decisions. Experience with Google Analytics and Amazon Analytics preferred.

What We Offer:

- Competitive salary and performance-based bonus.
- Minimum salary of \$75,000 adjusted to match experience and marketing acumen.
- Benefits package including: paid time off, health, dental, and retirement plans.
- Opportunities for professional development and career advancement.
- A collaborative and innovative work environment.

How to Apply:

Interested candidates should submit their resume and a cover letter detailing their relevant experience to HR@LorAnnOils.com.

Join LorAnn and play a pivotal role in shaping the future of our brand and products. We look forward to welcoming an enthusiastic and strategic leader to our team!