

Old World Industries, Inc

Assistant Brand Manager, Lubricants

REPORTS TO: VP of Marketing

POSITION PURPOSE:

Assist in the development and coordination of marketing support for OWI lubricant products, brands and customer base.

DUTIES, TASKS AND RESPONSIBILITIES:

- Coordinate new label and corrugate flow chart and checklist for all private label motor oil and Antifreeze brands.
- Support sales with account specific presentation development (PowerPoint) as required.
- Work with Graphics Department and customer contact in developing new label concepts for production and POS material.
- Develop product specification sheets and point of sale materials as directed.
- Understand and implement new product launch forms for sales and brand managers.
- Track sales of OWI products through our customer base.
- Assist brand manager in advertising and public relations tasks
- Provide product rebate analysis and reports as needed.
- Evaluate success of sales promotions by customer for a specific brand/product.
- Understand, implement, and update all local and federal regulations and compliances involving motor oil, windshield wash and antifreeze.
- Research new products, competitive information, company profiles as needed.
- Perform other related duties as assigned

SKILLS, KNOWLEDGE AND ABILITIES:

- **Must have automotive lubrication (transmission fluid and motor oil) experience**
- Bachelors degree in marketing, general business or advertising is required.
- Assist brand manager in advertising and public relations tasks
- Must be very detail oriented, have excellent time management skills, and be able to multitask.
- Good advanced PowerPoint, word processing and Excel skills required.
- Must have demonstrated organization aptitude with an assertive and action orientated work ethic.
- Good proactive interpersonal, written, verbal communication and team skills.