



JOB TITLE: PRODUCT MANAGER

Jones Soda Co. is a Seattle-based premium beverage company whose brands include Jones Soda, 24C, Jones Naturals, Jones Energy, Jones Organics and WhoopAss. A leader in the premium soda category, Jones is known for its innovative labeling technique that incorporates always-changing photos sent in from consumers. Jones is renowned for its guerilla marketing techniques; popping up in creative places to get soda into the hands of Jones fans. Jones is also known for creating unique flavors like Turkey & Gravy and Smoked Salmon along with all-time favorites, Blue Bubble Gum and Green Apple. Jones Soda is sold through beverage retailers and everywhere you'd never expect to find a soda.

Reporting directly to the COO in Seattle, the Product Manager's core focus will be continual development and exposure of the brand. This will be achieved by finding or developing opportunities for innovative programming and new extensions within the product lineup, contributing to overall growth of the business. Additionally, the Product Manager is responsible for the following specific objectives:

Key Objectives:

- Preparing analysis of sales information for sales team and executive team by brand.
- P& L responsibility.
- Assisting in the development of the three year-long term plan and annual marketing plans that address key issues and opportunities through strategic, ROI-positive initiatives.
- Working closely with Operations and Creative team to develop strategic plans for new product launches.
- Conducting on-going analyses of competition, including pricing actions, sales volume, consumer promotions, advertising activity and tracking studies.
- Coordinating with sales planning and field sales identifying, implementing, and doing post-analyses of promotional programs.
- Conducting field trips to remain educated on regional issues and to maintain contact with sales personnel.
- Assisting in preparation of presentation materials for sales meetings.
- Assisting Creative team in brand budget control by setting up accounting system and maintaining system on an on-going basis.
- Help team develop and execute the marketing strategy for the brand, including communicating and reinforcing the brand positioning. Develop and execute the annual and long-term marketing plans, including the annual marketing/promotion calendar.
- Develop, track, analyze and manage the annual marketing budget and programs.
- Lead cross-functional teams and manage projects to completion in a timely manner.
- Other projects and duties as required.

Minimum qualifications:

- BA/BS in marketing or a business related field required, an MBA strongly preferred.
- 5+ years marketing/product management experience, with a minimum of 3 years experience at a Brand/Product Manager level (beverage industry preferred).
- Excellent communication, interpersonal and presentation skills.
- Strong business analytics, consumer insights development and understanding of core marketing levers are desired.
- Strong conceptual thinking ability and the capacity to direct creative teams.
- Strategic planning, forecasting and P&L management experience.
- Program and project management skills, including the ability to take multiple projects from concept through execution simultaneously.
- Strong organizational skills with the ability to stay focused while managing multiple priorities.

- Must possess demonstrated leadership and delivery of consistently strong results.
- Food/beverage industry, new products, specialty/natural foods channel experience preferred.
- Available for business related travel (approximately 20 – 30%)

Critical Skills:

- Analysis
- Business planning and development
- Communications
- Effective Presentations
- Financial and business acumen
- Innovation and creativity
- Planning and acting strategically

Candidates must be authorized to work in the US without sponsorship.

All applicants must submit a cover letter and resume, and should apply online via www.jonessoda.com or directly to jobs@jonessoda.com. The subject line of the email must read Product Manager. No hard copy resumes accepted.

Come Run with the Little Guy!