Our innovative and growing company is looking to fill the role of consumer manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for consumer manager

- Manage, evaluate and follow HIPAA compliance, consumer consent and other protocols mandated by Legal & Compliance teams
- Formulate business model & strategies to Scale revenue for PC Accessories, Print & Services categories in SMB & consumer segment
- SMB & consumer customer journey mapping & eliminating friction points
- Uses knowledge of key macro trends and leads understanding of consumer, market and competitive landscape to diagnose business performance and address focused business issues
- Manage day to day media relationships with consumer media and influencers
- Strengthening brand equity and consumer demand for franchise
- Coach Brand Managers and agency to develop memorable, effective advertising that is based on strong consumer insights, and that helps to both drive sales and strengthen brand equity
- Coordinates with Marketing and Sales on launch planning activities and includes those activities in project milestone and timeline planning
- Responsible for team selection and leadership including identifying resources needed and assigning individual responsibilities
- Establishes benchmarking activities to evaluate effectiveness of projects

Qualifications for consumer manager

- Bachelor's degree in Business or Marketing, MBA a plus
- Familiarity with graphics programs in Adobe suite a plus

- Must understand entertainment chain of approvals, likeness rights, in order to decide and manage approvals
- Must have keen understanding of current trends – both digital and physical - in order to determine best in class practices and to help focus the business on the more lucrative opportunities
- Serve as the Catalyst/change agent across the agency and IPG to create introductions to new practices and products that can provide value to your client