



LET'S PURSUE YOUR PASSION.

**Job Title:** Foodservice Marketing Manager

**Reports To:** Director of Marketing

**Location:** Pewaukee Corporate Office

**Revision Date:** 04/26/2021

**FLSA Status:** Exempt

## POSITION SUMMARY

The Foodservice Marketing Manager will be responsible for working with the Director of Marketing and collaborating with the Foodservice sales leadership to develop the marketing strategy for the Foodservice divisions at Boelter. He/she will lead the efforts of the communication, creative and digital marketing team members to execute on these strategies. In addition, the Marketing Manager will be the Marketing expert for this industry, developing a thorough understanding of the market, competition, Boelter's strengths and weaknesses.

The associate will embody and execute our company core values within all day to day duties and responsibilities:

**We work as a team**, leveraging our collective strengths

**We are passionate**, bringing resiliency, creativity and grit

**We do what's right** with honesty, respect and accountability

**We are reliable**, through innovative and streamlined processes

**We have fun**, celebrating successes and learning from failures

**We build relationships**, helping our colleagues and customers thrive

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop strategy – work closely with the Foodservices business leaders and the Director of Marketing to create a marketing strategy to meet the growth targets for these businesses. Analyze customer insights, industry trends, market analysis and marketing best practices to build successful strategies.
- Ideation – collaborate with marketing team to identify tactics to bring the strategy to life including content development, advertising, digital campaigns, ecommerce, sales engagement etc.
- Manage execution – work with creative and digital marketing teammates and outside agencies to set expectations, provide direction and ensure timely execution of marketing campaigns, programs, lead generation, sales collateral and events.
- Analyze results – review and report on results of marketing activities and adjust to improve.



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- Build relationships – cultivate strategic relationships within Boelter and with suppliers, customers and industry associations. Collaborate on marketing activities with key industry players.
- Industry expert – serve as the Foodservice industry expert on the marketing team providing industry and competitor insight, market research and thought leadership to support marketing efforts including ecommerce efforts to increase online sales.
- Identify business opportunities – identify customer needs and business opportunities within the Foodservice channel to support continued growth.
- Maintain budget – manage Foodservice marketing activities within the annual budget.

## **EDUCATION AND/OR EXPERIENCE**

Bachelor's degree in Marketing, Business, or a related field  
Must have at least 10 years of experience in a marketing role  
Foodservice industry experience strongly preferred  
Proven understanding of traditional and emerging marketing channels  
Excellent written and verbal communication skills  
Strong analytical and critical thinking skills and a demonstrated ability to drive action based on multiple sources of data  
Strong project management and decision-making skills  
Must be resourceful, team oriented, have strong problem-solving skills, be a proven self-starter and able to work independently  
Ability to adapt and demonstrate flexibility in a constantly changing environment

## **PHYSICAL DEMANDS and WORK ENVIRONMENT**

Sedentary work that primarily involves sitting/standing.

Candidates should apply on the Boelter website Careers page under View Current Job Openings: <https://www.boelter.com/learn/careers>  
Foodservice Marketing Manager Req #165