



Associate Brand Marketing Specialist

The Associate Brand Marketing Specialist is responsible for managing projects including vendor driven direct marketing, mass media advertising and promotion, private label brand management and partnership marketing. Additional responsibilities include, but are not limited to:

- Proactively work with merchants and coupon management team to secure all information, approvals and materials for timely and accurate execution of direct mail
- Work directly with creative services and other departments to generate briefs, conduct meetings and presentation, traffic elements and distribute results reports
- Actively participate in continuous process improvement to save time and money on all marketing projects Assist in Strategic, Creative and Production phases of Marketing assignments and objectives
- Provide guidance to the design/production staff helping ensure Design and Production teams are working with proper project direction and requirements
- Provide assistance to traffic and Production teams ensuring timelines are met as set forth by Marketing Initiatives
- Assist in the development and execution of marketing communication projects as outlined in the annual marketing plan

Job Requirements

- Bachelor's degree required, 1+ years of work experience, preferably within marketing
- Background in retail operations, club operations, policies, systems are helpful
- Strong computer skills and ability to learn new systems (data management systems, Excel)
- Strong written and verbal communication skills
- Strong attention to detail, flexible with change, strong collaborative skills, team player

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