

Office DEPOT® OfficeMax®

Product Marketing Manager - Remote

Overview

The Category/Product Marketing Manager is responsible for the activation of the products within their category. Working alongside product management and sales, this role will lead the planning, building and execution of activation strategies for products. Activation strategies included line extensions, portfolio additions, private brand and new product launches. This person will collaborate with PPP vendors associated with their category to ensure the seamless execution of marketing programs throughout the calendar year. The category marketing manager work closely with cross-functional teams such as brand, content, and creative teams to ensure effective strategy implementation.

***We have four (4) Category Marketing Manager positions available within the following categories:**

1. CBFS (Cleaning, Breakroom, Food, Safety)
2. Office Supplies
3. Workspace interiors (technology & furniture)
4. Holistic Print & Promo, Print and Apparel

Primary Responsibilities:

- Strategize, build and execute full funnel marketing activations for products and/or categories that lead to increased leads and meets revenue goals.
- Manage category specific vendors and preferred vendors to ensure all activities that are contractually agreed upon are executed. Provide reporting on activities to demonstrate success of vendor funded tactics.
- Develop a comprehensive understanding of the market category (value proposition, pain points, size, growth, trends).
- Manage product positioning on ecommerce website- including keeping PDP up to date.
- Manage financial budget relevant for your category and products and work with marketing operations on ROI reporting.

Education and Experience:

- Bachelor's degree in Marketing, Economics or equivalent experience
- Minimum 3-5 years of experience in Category management, brand management, segment marketing
- and/or related field
- Basic computer skills and the ability to use computers and technology for information, and to access information necessary to complete the job.
- Ability to think strategically in order to translate market insights into actionable strategies that drive revenue and customer satisfaction within the targeted category.
- Strong understanding of product activation strategies and experience in executing successful marketing campaigns.
- Excellent communication and interpersonal skills to collaborate effectively with cross-functional teams and external stakeholders.
- Work in a matrix organization.

- Lead strategies.
- Work with multiple suppliers.
- Strong customer focus.
- Self-motivated and results-driven.
- Strong organizational skills and attention to detail.
- Ability to demonstrate 5 C Culture.

About The ODP Corporation: The ODP Corporation (NASDAQ:ODP) is a leading provider of products and services through an integrated business-to-business (B2B) distribution platform and omnichannel presence, which includes world-class supply chain and distribution operations, dedicated sales professionals, a B2B digital procurement solution, online presence, and a network of Office Depot and OfficeMax retail stores. Through its operating companies Office Depot, LLC; ODP Business Solutions, LLC; Veyer, LLC; and Varis, LLC, The ODP Corporation empowers every business, professional, and consumer to achieve more every day.

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by associates assigned to this classification and are not intended to be a complete list of all responsibilities, duties and skills required of associates so classified. Other duties may be assigned.

Pay, Benefits & Work Schedule: The company offers competitive salaries, a benefits package, which includes a 401(k) and more, along with plenty of opportunity to move and grow within our organization! For immediate consideration for this exciting position, please click the Apply Now button.

Equal Employment Opportunity: The company is committed to providing equal employment opportunities in all employment practices. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, citizenship status, marital status, age, disability, protected veteran status, sexual orientation or any other characteristic protected by law.

We will consider for employment qualified applicants with arrest and conviction records City & County of San Francisco Fair Chance Ordinance.