

ZEBRA

Zebra Pen Corporation – Open Position

About Us

Zebra Pen Corp. is a leading manufacturer of writing instruments in the school, home and office industries. Zebra Pen was founded 1982 as an independent corporation wholly owned by Zebra Co. Ltd., of Tokyo, Japan.

The name Zebra is as unique as the products we sell. Zebra Pen Corporation offers a full line of writing instruments including ball point pens, highlighters, mechanical pencils, gel rollerballs and correction pens.

At Zebra Pen, we pride ourselves in quality, innovation and value. We stand behind our name and guarantee satisfaction and ultimate writing performance.

Associate Product Manager

Edison, NJ

The Associate Product Manager is responsible for executing product and content strategies for new and existing products in support of the Senior Product Manager, with a focus on managing the content development process across product lines. The Associate Product Manager is responsible for working closely with cross-functional groups at all levels of the organization to assist in the development of products from the ideation stage to launch stage. He/she will contribute to the product design and marketing programs with an emphasis on coordinating the development of product content, including product imagery, video, copy, etc. The Associate Product Manager will collaborate with the Product Marketing group and Content Manager to ensure that content being developed meets brand and product strategy and aligns with customer requirements. The Associate Product Manager will also support the Senior Product Manager in product planning and execution throughout the product life cycle, including gathering and prioritizing product, market and customer requirements, defining the product vision and working closely with manufacturing partners to ensure organizational, customer and consumer goals/expectations are met. The Associate Product Manager will also have responsibility for the analysis of available data; both internal and external to identify opportunities and threats to the organization's product offering. As a component of this analysis, they will work with the Senior Product Manager to provide insight into the organization's offering, identifying opportunities for item introductions, line extensions, item reductions and improved profitability. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. A wide degree of creativity and latitude is expected

Responsibilities include but are not limited to:

1. Facilitating the development of content with external digital marketing agency, as well as Zebra's artist ambassadors and graphic design team to support all new and existing product lines.
2. Collaboration with all internal and external partners to facilitate the timely execution of projects.

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3. Ensure the precision of all information received and recorded.
4. Ensure profitability for any new items through collaboration with manufacturing and operations to optimize labor and production rates, while maintaining quality and brand integrity
5. Direct internal/external design partners on the development and production of appropriate collateral to support the placement and sales of any organizational item.
6. As assigned, coordinate and attend any tradeshows or other special events.
7. Serve as the gatekeeper for the organization's website with responsibilities for informational and content accuracy for all product on the web.
8. Establish the organization's annual social media strategy and direct the execution of same strategy via third party agency.
9. Management of excess inventory, including collaborating with Sales on opportunities for selling off this inventory.
10. Management of consumer reviews and coordination of actions to remedy products or packaging in question
11. Departmental reporting support and the commitment to gaining an understanding of D365 and Power BI
12. Manage consumer and ambassador mailings.
13. Other duties as needed or assigned

Requirements:

- Proficient in Microsoft Word, Excel, PowerPoint and Outlook
- Knowledge with the internet through search engines for research
- Multi-tasking and coordinate project with changing priorities
- Excellent written and verbal communication skills
- Strong mathematical skills
- Demonstrated capabilities using a variety of marketing tactics
- Direct experience managing initiatives/projects in the assigned channel
- Ability to internally promote marketing channel best practices and standards, and present cutting-edge techniques to the Marketing Department
- Some travel required (+/- 5%)
- Entry Level – 2 Years with an understanding of SEO and Social Media Marketing
- Consumer packaged goods experience a plus
- Bachelor's degree in business, Marketing, Communications, or a related field
- Ability to work cooperatively and collaboratively with all levels of employees to maximize performance, creativity, problem solving and results
- Experience using D365 and Power BI Reporting a plus

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- Strong Presentation skills

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