



*Our Precision, Your Advantage*

This document is used to provide a basic description of essential duties and other work elements.

## **JOB POSTING**

**Job Title: Brand Manager**

**Location: Distribution Center in Greenwood**

**KYB Americas Corporation, a subsidiary of one of the world's largest manufacturers of shocks, struts, and hydraulic components, and a global leader in ride control technology for both OEM and Auto Care (Aftermarket) industries, is growing and we're seeking a Brand Manager to join our team!**

**If you are interested in a growing, fast-paced, collaborative company with lots of opportunity and a company who understands the importance of work / life balance, KYB Americas Corporation is the place for you!**

### **Purpose of Position/Summary:**

The Brand Manager is responsible for developing, implementing and executing strategic marketing plans in order to build the KYB brand and help increase sales across all channels. Additionally, this position manages the marketing budget, vendor relationships, public relations, media campaigns and advertising agency support. The Brand Manager is responsible for brand management and interacts with all departments to support their goals, keeping them informed and utilizing their skills. It is critical that the Brand Manager creates a strategic vision for the Marketing Department and continually creates programs and promotions that increase KYB brand awareness and sales.

### **Essential Duties/Responsibilities:**

- Develop and implement national promotions and appropriate materials;
- Evaluate and respond to promotion results;
- Create and adhere to the Marketing Budget;
- Create annual marketing and promotions calendar;
- Coordinate promotions for Program Group events;
- Devise and monitor trade press advertising schedule;
- Develop and manage a Public Relations Plan;
- Plan and manage all aspects of AAPEX;
- Plan and manage the National Sales Meeting and other meetings as needed;
- Manage and update the competitive intelligence database;
- Create and implement additional sales support programs;
- Create and interpret additional custom reports as needed;
- Manage all outside vendor contact, Media, Print, and Agency;
- Manage the KYB wearables program;
- Other duties assigned by Director on an as needed basis.

### **Job Requirements:**

A Bachelor's Degree in Marketing, Business Administration, Communications or related field from an accredited institution is preferred. 4-6 years of related experience may substitute for a college diploma. Minimum of 2 years of marketing experience required. Microsoft skillset is required and working knowledge of Adobe Creative Suite is strongly preferred. Must have the ability to communicate across all departments both internal and external. Communication skills across multiple department levels is required. Must be capable of strategic thinking, be proactive and eager to take on new challenges as a team player.

#### **ABOUT US:**

**KYB Corporation produces a variety of ride control, hydraulic, and electronic products for use as original equipment and replacement parts in automobiles, motorcycles, trucks, specialty vehicles, buses, aircraft, railroad cars, industrial applications, agricultural applications, and civil engineering projects. Our global headquarters are located in Tokyo, Japan, and we have facilities in Asia, the United States, Central and South Americas, and Europe.**

**KYB Americas Corporation Automotive Aftermarket is headquartered in Greenwood, IN. We are responsible for sales and distribution of KYB Automotive Aftermarket Components in Canada and the USA.**

**Website: <http://www.kyb.com>  
Company Size: 501-1000 employees**

**\*\*\*NO AGENCIES PLEASE\*\*\***

**KYB Americas Corporation is an Equal Opportunity Employer**