



FLEXSTEEL®

Job Posting

Title of Position: Marketing Communications Manager

Classification: Exempt

Supervisor: Director of Marketing & Retail Development

POSITION OVERVIEW:

The Marketing Communications Manager will help lead the brand to the next level by partnering with the Director of Marketing & Retail Development and Flexsteel's executive team to guide the evolution of all of the brands in Flexsteel's portfolio.

This role also leads the strategic development and tactical implementation of fully integrated marketing activities and programs that promote Flexsteel brands, products, and services. It will work in tandem with key internal and external business partners to develop, implement, and maintain online and offline tools in support of Flexsteel's overall Marketing objectives and the needs of the field sales organization and retailer network.

DUTIES AND RESPONSIBILITIES:

Partner with the Director of Marketing & Retail Development to develop and implement strategic marketing plans for all of Flexsteel's business units that align with Flexsteel's overall strategic plan and goals

Lead marketing activities and deliverables at each stage of Flexsteel's gated New Product Development Process for product launches, line expansions and discontinuations

Drive all marketing elements tied to Flexsteel's High Point and Las Vegas Furniture Markets

Own Flexsteel's brand evolution, including the definition of key brand elements (brand story/promise, look & feel, tone of voice, etc.)

Be an internal and external champion for the Flexsteel brand by leading activities that facilitate understanding and adoption of key brand principles

Partner with the Director of Marketing & Retail Development and outside research partners to lead consumer research and data analytics that will drive fact-based and data driven marketing activities

Partner with Flexsteel's Content Managers to ensure content creation that drive an unmatched Flexsteel brand experience at all touch points

Manage internal resources and outside creative agencies in the production and distribution of online and offline marketing and sales support materials

Work to document marketing-related processes in standard work and conduct regular rapid continuous improvement (RCI) exercises that simplify processes, address workflow pain-points and create core efficiencies

This is a dynamic role that will have changing parameters as Flexsteel continuously strengthens and improves ways in which we grow our brand and bring value to the organization and our retail partners through innovative marketing and an “Easy to do Business With” approach

EDUCATION & EXPERIENCE DESIRED:

Bachelor’s degree in Business, Marketing, or another related field

5+ years of Marketing and Brand Management experience

3+ years leading a team and outside marketing agencies

Brand Management and/or Marketing Management experience

Creative project management experience for both off- and on-line projects

Proficient marketing writing, editing, and proofreading skills

Strong interpersonal, communication, and presentation skills

Impressive skills: multi-tasking, project management, organization, problem-solving

Impressive style: flexible, energetic, creative, decisive, persuasive, “can-do”

Strong working knowledge of Microsoft Office Suite (Word, Excel, Power Point, Outlook, etc.)

WHY FLEXSTEEL:

We offer a competitive salary and benefits package:

- Medical & Dental Insurance
- 2 weeks of vacation (prorated at start date)
- Additional time off for sick or personal reasons as needed.
- 9 paid federal holidays and one floating holiday
- Section 125 Medical Flex/Dependent Care Reimbursement program.
- Employee discounts with select cell phone carriers.
- Tuition reimbursement opportunities.
- Robust 401(K) with up to 5% matching and counseling services available.
- Performance-based bonuses.
- Employee Assistance Plan which includes guidance from plan administrators.

Other reasons you may want to consider Flexsteel:

- Associate discounts on furniture... yep, you heard that right!
- Free coffee whenever you need it.
- Free covered parking.
- We are a fun collaborative environment where people matter.
- Opportunity to grow your career with the 8th largest manufacturer of furniture in the U.S.
- Casual and flexible work environment.
- We are grounded in purpose: From the Flexsteel family to yours...we’re committed to creating comfort where your life happens.

Flexsteel Industries, Inc. offers a competitive salary, along with an excellent full-time benefits package, paid holidays, a friendly, supportive work environment, Flexsteel furniture discounts, and professional growth opportunities.

EEO/AA Employer Disabled/Veteran

Application Instructions:

Please apply online at <http://www.flexsteel.com/about-us/careers>