Associate Brand Manager

Kashi – Waffles

Our Natural and Insurgent (N&I) Category is one of the largest of its kind in the industry, with brands that have a shared mission to promote health, wellness and nutrition. We create real foods from great ingredients made by incredible people. If you believe that food should do more, that it has the power to create positive change in ourselves and the world around us, and if you possess an entrepreneurial spirit, servant mindset and like to win… we want to hear from you!

In this role as Associate Brand Manager, you will manage the Kashi’s Waffle business using cutting edge marketing that gets consumers and customers excited. The passion and dedication our people put into the marketing of our brands is one of the things that makes the Kellogg Company great. Enrich yourself as you work for a company that delights the world through foods and brands that matter.

**HERE’S A TASTE OF WHAT YOU’LL BE DOING**

* **Building Brands for Growth** - As an Associate Brand Manager, you will passionately bring to life and communicate the brand vision to cross-functional counterparts such as Finance, R&D, Supply Chain, and Sales to deliver against brand growth targets. You’ll develop and execute on brand marketing strategies to drive growth for the brand.
* **Work Cross Functionally for an Integrated Commercial Approach** - You’ll take an integrated commercial approach and craft the brand’s omnichannel journey and the appropriate tactics to leverage for your target audience.
* **Leverage Data for Action** – You’ll analyze business performance and market activation; tracking brand equity through various brand health measures, adjusting plans as needed.
* **Demonstrate an Owners Mindset -** You’ll drive the brand/portfolio agenda in balance with the business’ financial ambition and resources; inclusive of an understanding of supply chain and business forecasting.

**YOUR RECIPE FOR SUCCESS**

Required:

* Bachelor’s Degree, preferably in Marketing or related field
* Demonstrated strength in marketing competencies
* Experience in analytics, brand positioning and development, innovation, and project leadership
* Belief in the power of food to make a positive change in people and the world around us
* Entrepreneurial spirit, humility, a servant mindset and a passion for winning

Bonus Points:

* MBA, Master’s Degree, or international equivalent
* Brand marketing experience with innovation work preferred
* Have a Consumer-Packaged Goods background, perfect!
* Intrinsic enthusiasm for natural foods, natural/organic lifestyle and nutrition

**WHAT’S NEXT**  
  
It’s best to apply today because job postings can be taken down and we wouldn’t want you to miss this opportunity. To learn more about what’s next, click on the links below:

* [Kellogg K-Values](https://www.kelloggcareers.com/global/values.html)
* [New Hire Benefits Guide](http://www.kelloggbenefitsguide.com/)

**THE FINER PRINT**

The ability to work a full shift, come to work on time, work overtime as needed and the ability to work according to the necessary schedule to meet job requirements with or without reasonable accommodation is an essential function of this position. We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, ethnicity, disability, religion, national origin, gender, gender identity, gender expression, marital status, sexual orientation, age, protected veteran status, or any other characteristic protected by law.

If you require reasonable accommodation in completing this application, please reach out to [USA.Recruitment@kellogg.com](mailto:USA.Recruitment@kellogg.com)

Kellogg’s Natural and Insurgent Category is a collection of delicious, and wholesome brands, and our believe is that business can be a positive force for good. We incubate and scale wellness trends and our dream is to make it possible for people everywhere to embrace natural healthy living. Our dynamic portfolio of brands includes Kashi, Bear Naked, RXBAR, joybol and Leaf Jerky. Behind these brands, we have products in ten grocery categories. We love ingredients, taste and the undeniable fact that good food makes you feel, well good. And that fuels our relentless desire to make a difference in everything we do.

LET’S CREATE THE FUTURE OF FOOD

Kellogg Recruitment

TO APPLY PLEASE EMAIL: [nicole.simmons@kellogg.com](mailto:nicole.simmons@kellogg.com)