

Rejuvenation

October 26, 2009



Job Description: Media Manager
Department: Marketing
Reports to: Manager of the Marketing Department

Major Focus:

- Help determine the best places for marketing placements.
- Negotiate the terms of participation for all placements.
- Coordinate purchases and placements of advertising / marketing.
- Manage relationships with those the Department works with.
- Take calls to Marketing Dept. for sponsorships and Eden support, pass on to an appropriate Manager.
- Work with Manager to budget and execute the Marketing strategy.
- Participate in creative as appropriate.

Duties and Responsibilities:

- A. Keep the Marketing calendar of placements.
- B. Create Purchase Orders for Manager for advertising and sponsorships.
- C. Write job orders with Manager to include needed specs for ads.
- D. Follow placements from negotiation to proof of run/completion, facilitating changes and resolving complications.
- E. Take calls from magazines, marketing programs, and e-mail for advertising. Evaluate them for opportunity and communicate to Manager.
- F. Research and review marketing placements for effectiveness.
- G. Interface with Sales Managers to identify marketing opportunities.
- H. Provide Accounting proof of run for print, and completion of responsibilities for Accounts Payable.
- I. Maintain files, documentation, and records necessary for efficient Department function.
- J. Plan and prioritize work with Manager to reach goals of the Department and Company.
- K. Incentive Agreement (IA) Advertising Coordinator
- L. Marketing Department Contact Lists Coordinator
- M. Key Word Search Coordinator

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Job Requirements:

- A. Contemporary marketing knowledge and experience.
- B. Communication skills, verbal, written, and internet.
- C. Ability to organize, monitor, and help manage multiple projects.
- D. Good skills in Excel, Word, FileMaker, and Eden software with an ability to learn quickly.

This job description is not intended to be all-inclusive or a complete explanation. Employees will also perform other duties as assigned by immediate supervisor and management as required. Eden reserves the right to modify job duties and responsibilities as needed. This job description does not constitute a written or implied contract of employment.

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