



# MILLENNIUM<sup>®</sup>

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## Product Marketing: Digital Content/Product Manager

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### **Focus:**

**The role of Product/Digital Marketing Manager is to support Product Marketing in improving and championing the product selection offered by Millennium while delivering rich content for their digital marketing strategies. You will work under the supervision of the Vice President of Marketing, creating marketing strategies for a specific product category, executing web content, social media, blog and outbound marketing activities. You will need to manage skus within our ERP system and, gather competitive analysis of how the product is marketed by other distributors, drive new product introductions, attend vendor trainings, participate in tradeshow and new product showcases to the market and sales team.**

**Reporting To:**

Vice President of Marketing

**5 accountabilities:**

- Capturing and Create Web Content for Best In-Class Website
  - Manage a collection of products within categories to be a Product Guru to Millennium over time, interfacing with vendors to build relevant content
  - Collect product content from Vendor websites, vendor trainings, portals, etc
  - Manage key item attributes and hierarchies within ERP, Search functions and keywords that will drive SEO best practices
  - Design/Develop content for print and electronic collateral via an analytical approach with storytelling to craft the overall product message, this includes social media, outbound/inbound marketing and website
  - Review competitive analysis of how other distributors promote the product(s) within the assigned categories
- New Product Content for Blog/Website
  - Write and Deliver news about New Products offered by our Vendors in your assigned Categories
  - Develop marketing strategy on how to promote via Social Media, Tradeshow and E-Blasts to the market these products to promote our vendors' and Millennium's brand equity
  - Initiate collateral around new products for sales team and tradeshow

- Training: Onboarding & Beyond
  - Train on your assigned categories for New Employees during Onboarding/Employee Integration
  - Attend Vendor Trainings related to your categories for better understanding of the products so that you can relay the key messages around them
  - Create and Direct content for Millennium University, and online forum that coordinates webinars, physical trainings at a location, and curriculum to be published online for educational purposes. Drive storyboarding and video production for learning modules/social media
  - Create a competitive landscape of the vendors that play in product categories to leverage differentiations of the products
- Sku Management
  - Set up New Skus related to your categories
    - High Sense of Urgency to Execute New Skus in the System for website, assign hierarchies and GM%
    - Ensure part number doesn't already exist in system, merge existing files or manage duplication within a process
    - Work with Vendors to gain important attributes
    - Decide if it should go on Website
    - Load Website Content and publish
    - Decide if it should be added to existing collateral such as catalog
  - Manage improvement for Sku Maintenance, including getting feedback from sales regarding issues they're encountering, evaluating and deciding if changes should be made to better manage skus. Meet with stakeholders to get blessings of changes and institute changes and communicate those changes to the appropriate channels.
    - Review Sku Rationalization of assigned categories for anything not purchased in 3-5 years and discontinue in system
- Vendor Relationships

- Work with various vendors to create positive relationships regarding promoting their products and building their brand in the market
- Help coordinate trainings related to Trainings
  - Schedule Webinars with Sales, record and upload to MceMe
  - Assist with scheduling Quarterly Trainings related to Product with Regional Managers – be the point of contact for event coordination and managing expectations
    - Gather/Coordinate and sales presentations and post on MceMe
    - Any samples coordinate logistics
    - Any vendor surveys
- Manage Social Media Submissions and Add to Social Media Calendar content related to their contracts or commitments

**Daily Expectations:**

- Build Content for Website based on designated categories
- Sku Management: review new part numbers and implement item attributes as designated by Category and Sub-Category
- Coordinate information to Set Gross Margin for Website's Online Price via evaluation of like items sold in the market (based on average cost or latest purchase price)
- Gather information related to lead times in the system by updating lead time days when needed via ERP download and upload, as needed
  - Communicate with your vendors regularly via phone and emails to gain this information
  - Communicate with purchasing and sales to get trends that will be verified by vendor

**Weekly Expectations:**

- Attend Meetings related to Marketing and Vendor Categories

- Assist in getting new product samples for tradeshow participation/rotation
- Submit one social media content post based on:
  - New Product Introduction
  - PVP Contract expectations related to Marketing activities
  - Strategic Vendor expectations related to Marketing activities
  - Launch of new Marketing Tools you are responsible for
- Tradeshow Support / Regional Marketing Activities
  - Attend weekly L10 Meetings for assigned Region
    - Update Market Managers and Regional with latest Marketing activities
    - Pre-Planning and Coordinating Regionalized/Local Tradeshow support, including meetings, packing up booth, follow up feedback and sending survey
  - Coordinate content for regionalized marketing pieces
    - Requests from sales for Marketing Communications
    - SWAG/Promo item suggestions from Sales to Marcom
    - Literature Requests/Social Media Content from a regional level

**Measurable Expectations:**

- Measure Online Sales for Website based on category trend/growth
- Effectively manage number of New Skus
- Effectively manage sku rationalization
- Review contribution to Marketing Materials: print & electronic collateral, social media posts and overall look of Millennium's Brand

- Receive Vendor feedback constructively on how we can improve brand promotion and what you can personally drive and deliver

**1st year requirements:**

- Gain sales trust with product knowledge and solicit feedback from sales team for areas of improvement and make improvements as needed
- Be able to talk effectively with confidence on your categories, including presentations and tradeshow
- Attend 3 Trainings from each of your assigned PVP and Strategic Vendors based on your categories
- Coordinate 5 Trainings/Webinars per year with Regional Managers
- Online Sales measured at 40% increase for 2 consecutive years from tracking
- New Product Penetration promotion to sales and tracking sales
- Effectively navigate ERP system and be able to pull reports, manage excel, and do uploads successfully without assistance
- Create Competitive analysis for sub-categories
- Lead in the creation/development and launch of a new sub-category or Category
- Understand application of products and travel with sales team to gain that understanding to be perceived as a “guru” of the application
- Attend external trainings on application of FTTH, minimum or 2 per year