

Jinx

JOB TITLE: Senior Brand Manager

REPORTING TO: Director of Brand

LOCATION: Austin, TX

JOB DESCRIPTION: The Brand Manager at Jinx will play a critical cross-functional role in the organization, helping transform Jinx into a powerhouse CPG player in the pet space. The Senior Brand Manager must be highly analytical with strong financial acumen as they will be responsible for utilizing data and insights to make strategic recommendations to the organization around portfolio optimizations, price-pack architecture, and innovation launches. The Senior Brand Manager will work closely with our cross-functional operations & creative teams to bring our product roadmap to life and will also work closely with our sales team providing support in the form of sales material and retail media support. Additionally, the Senior Brand Manager should have experience working with paid media agencies in order to both brief & build efficient media plans that are both highly effective and highly adaptable. This position requires prior CPG experience and familiarity with managing external agencies and building media plans, briefing creative, project management, point-of-sale consumption data analysis, price-pack architecture, and P&L expertise. Consumer Insights experience is a plus. Jinx is a fast moving company that will require a growth mindset and ongoing flexibility. This role is intended to be based in Austin, TX with the expectation of in-person days a few days a week.

JOB RESPONSIBILITIES:

- Be both a General Manager of the business (comfort with P&L management/actions, forecasting, annual plans) and a Steward for the brand (driving marketing KPIs and building consumer base & loyalty)
- Co-author the product roadmap in conjunction with the product development team. Analyze industry data, consumer insights and POS data to inform both our forward looking product roadmap as well as our renovation and deletion strategy. Execute against product development timelines and create new product launch and support plans
- Own price-pack architecture for the brand to ensure best in class product assortment
- Drive consumer insights work, particularly as it relates to product development
- Work with Sales team to drive velocities across channels (in-store and out of store) and help open more doors/get more items on shelf through the selling-in process
- Responsible for marketing consistency across all products and consumer touchpoints, ensuring that product, packaging, and consumer communications are aligned with the overall brand positioning
- Work with the Brand Director to establish the marketing calendar for the business and for customers
- Develop external agency briefs and ongoing management of agency partnerships to deliver against our established media plans and brand goals
- Work with internal creative to guide brand visual identity, packaging and POS to ensure consistency and impact
- Support the Brand Director in developing annual brand marketing plans, forward looking forecasts, and annual financial planning
- Analyze monthly consumption data in order to inform the business on recent performance and competitive / category trends while also using the data to craft larger brand strategies

JOB QUALIFICATIONS:

- 5+ years of progressive CPG marketing experience; pet category experience a plus
- Startup/early stage/mid-sized experience is a plus
- Expertise in analyzing POS and consumer data to make strategic recommendations and drive sales growth
- Ability to utilize data to make innovation, portfolio optimization, and price pack architecture recommendations
- Expertise in project management and organization to deliver against project timelines

- Experience in agency relationship management and media plan development, including performance marketing and omni-channel tactics. Paid Social and CTV media experience required.
- Proven track record of consistently delivering results, driven by hitting financial goals
- Strong general manager acumen: financial, commercial, and product development
- MBA preferred
- Authorization to work in the U.S. required

ABOUT JINX: Founded by dog parents and powered by dog lovers, Jinx is your new go-to for healthy, high-quality food and treats for your dog. Backed by science and rigorously tested, Jinx provides balanced options for dogs of all breeds, ages, and sizes. Jinx is more than just a dog food company: it's the future of pet wellness. Jinx is a fast-moving company run by a small, but quickly growing team. We're looking for self-starters with advanced experience in one or more areas. While we firmly believe that great ideas—like great employees—can come from anywhere, we do have one lil' non-negotiable: must love dogs.